Live Innovations Lead the Way in Fostering Mentoring Effect in Entrepreneurship

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Direct sales and marketing firm Live Innovations are championing the power of the mentoring effect in entrepreneurship.

Entrepreneurial supporters Live Innovations believe that entrepreneurs who have a strong mentor or angel investor are at a considerable advantage when it comes to new business creations. With a revenue injection or access to an extensive business contact list, a mentor can ease a difficult start in business by offering educated advice to streamline expenditure and processes.

About Live Innovations: http://liveinnovations.co.uk/company-info-2/

Live Innovations urges all new business owners to source at least one mentor as they list the advantages below:

Ease of Acclimation - An advantage of mentoring is that it helps to acclimate a new worker to the job and organisation. By having a "go to" person to ask questions, discuss scenarios and generally learn the nuances of the company, the mentee can become a productive member quicker and never feel that they have nowhere to turn for help.

Sense of Achievement - The mentee can gain the sense of achievement that comes from the mentor's feedback and assessment of their progress. The mentee's quest to gain the mentor's approval can serve as a motivating force to continue to improve their performance. The mentor can gain satisfaction from knowing that they are helping an individual and can take a measure of pride in their accomplishments.

Overcoming Failure – A mentee can benefit from the confidence boost that a mentor can offer. Things will never go 100% smoothly and entrepreneurs need to be mentally ready to tackle obstacles and difficulties. A mentor can offer a boost when morale or ideas are running low.

Live Innovations is an outsourced sales and marketing firm specialising in customer acquisition through in-person promotions. The firm works on behalf of their clients' brands to create unique campaigns, which allow them to connect with consumers directly. These tailor-made campaigns are used to showcase their clients' products or services and capture positive leads. By connecting in this personalised way, Live Innovations is able to establish long-lasting and personal business relationships between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

The firm provide mentoring services to new entrepreneurs who are looking to find their way in new business start-up. The firm frequently hosts workshops that focus on skills and knowledge needed for the first year of running a business.

Source: http://thepitcher.org/the-powerful-mentoring-effect-in-entrepreneurship/

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