Managing Director at Syrac Inspirations sits down for a Q&A

Friday 18 November, 2016

Managing Director at Syrac Inspirations, Rachel Robinson took some time out of her busy schedule recently to sit down for a question and answer session, providing an insight into her entrepreneurial journey and her future ambitions for Syrac Inspirations.

Sheffield-based Syrac Inspirations are sales and event marketing specialists. The firm is a supporter of entrepreneurship and Managing Director Rachel Robinson has taken on a mentorship role since becoming a business owner. Here, Miss Robinson sat down to answer some questions, giving the inside scoop at Syrac Inspirations.

About Syrac Inspirations: http://syracinspirations.co.uk/

1) What were your main objectives when you launched Syrac Inspirations?

“When I first started in the sales and marketing industry I was committed to continuing to learn and to develop myself in the business world. One of my main objectives as a business owner was to provide the same opportunity that I was once afforded, the ability to learn, grow and develop into a successful business professional.”

2) Is there one particular book you have read that has influenced you?

“I have always loved reading so it’s difficult to pinpoint just one. There are many books over time that has shaped the way I think and manage my company. ‘Think and Grow Rich’ and ‘The All Blacks Lessons in Leadership’ are definitely two books I would recommend to others. I think it is important to continuously educate yourself on mentality and leadership. I also read articles daily written by other entrepreneurs.

3) What were your main challenges starting out?

“Growing up in Sunderland, one of my biggest challenges was relocating to Sheffield. It was a city that I had never lived in before and I essentially had to leave my old life behind to start a new one. It was scary, however, I like to push myself out of my comfort zone and I firmly believe that it is the best way to learn.”

4) If you could go back and give yourself one piece of advice when you started your business, what would it be?

“Trust your gut. When I first started my business I was always second-guessing and doubting myself. I've since learned that no one knows my business like me and while others can offer advice they aren't there every single day so always go with your gut instinct - it's usually correct!”

5) What are your goals for the future?

“One of my biggest goals for the future is to see and travel the world. It’s a big world out there, with limitless opportunities. In the next 18 to 24 months I want to take Syrac Inspirations international.”

6) What do you believe to be your key strengths?

“I am loyal, trustworthy and honest. I'm a terrible liar I always get caught out - ask my Mum! I learned from a young age that honesty and integrity will get you far.”

7) What motivates you to get out of bed in the morning?

“The people I work with. I love what I do but if it wasn't for the people I get to work with on a daily basis, work would be a lot less fun. I love providing opportunities and seeing different individuals achieve personal and professional goals.”

8) What do you enjoy most about being a business owner?

“The freedom. Being a business owner means that every decision you make is yours whether it be good

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or bad. I have total autonomy and that was one of my main reasons for pursuing entrepreneurship."

9) What do you look for when hiring new staff and contractors?

"When I am looking to bring new people on board I look for someone who has big aspirations and goals. Education and experience play a part, however, I believe that if someone possesses a good student mentality and strong work ethic then we can provide them with all of the necessary skills and knowledge to succeed."

10) What makes Syrac Inspirations different from other direct marketing firms?

"Our people. You win as a team or lose as a team, the environment we create means that not only do we have fun but we can also generate great results for our clients by working together."

Syrac Inspirations is a Sheffield-based sales and event marketing firm that supports businesses in increasing their market exposure and generating more sales. Through face-to-face marketing the firm are able to build strong connections with consumers and personalise the customer experience. Managing Director Rachel Robinson has big goals for the firm's future and she is confident that the group of ambitious and talented people they work with can help the firm continue to move forward.

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