

## MD at Syrac Inspirations Rachel Robinson hosts seminar on the competitive edge

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Sheffield-based outsourced sales and marketing firm, [Syrac Inspirations](http://www.syracinspirations.com/) believe that a competitive edge is crucial for business success and the firm recently hosted a seminar on the subject.

About Syrac Inspirations: <http://www.syracinspirations.com/>

Managing Director at Syrac Inspirations, Rachel Robinson recently hosted an optional seminar for the firm's contractors with advice and guidance on achieving the competitive edge. A recurring theme with the firm's meetings recently had been on the influence of a competitive edge and how it contributes to achieving success.

During the two hour seminar Rachel Robinson covered a number of points, the two most prominent ones were:

### 1) Copy and paste

Syrac Inspirations have a business philosophy of copy and paste. They believe that there is no need to reinvent the wheel, but simply to find someone or something that is already working successfully and make it better. Successful people apply what works and learn from the mistakes of others so they are able to fast-track their road to success by avoiding pitfalls which have foiled others.

### 2) Build a team

Many people struggle to progress because they try to do it all themselves, claims Syrac Inspirations. Managing Director Rachel Robinson recognised that her own journey into the business world was propelled by assembling a solid team. "People need to understand that it's not possible to do everything yourself and that success is rarely a solo effort," said Rachel Robinson. At Syrac Inspirations they promote the idea that in order to achieve success, business professionals must assemble a solid team who all bring different strengths.

Syrac Inspirations argue that business and sport share many similarities. During the seminar Rachel Robinson explained the analogy that most successful sports teams play well together and have one single focus; to win. She also highlighted how successful people in business build a team which share and work towards a common goal; to win.

Rachel Robinson outlined the fact that in order to achieve the competitive edge, people must possess the want and desire to be number one and then go on and apply the work ethic to achieve the desired results. "As an entrepreneur there are things that are controllable and uncontrollable and the key thing is to maximise the controllable factors; a positive attitude and work ethic," said Rachel Robinson.

Syrac Inspirations is an outsourced sales and marketing firm based in Sheffield. The firm specialises in a unique form of direct marketing, allowing them to personally connect with each individual customer on behalf of their clients. Syrac Inspirations connect with customers on a face-to-face basis because this creates long-lasting and personal business relationships between their clients' brands and their customers. Syrac Inspirations are supporters of entrepreneurship and they often hold voluntary workshops, tutorials and seminars to help expand the skill-sets of their contractors and provide them with all of the necessary tools for business success.

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