Meraki Rose Encourage Competitive Nature

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Glasgow-based sales firm, Meraki Rose have revealed how having a competitive nature is vital for success in sales and provide details of how they encourage competitive behaviour.

Meraki Rose are confident that being competitive is a crucial character trait for success in the sales industry. “Salespeople have to want to do well, they have to want to make the sale before somebody else, for example a competitor, does, otherwise a business will never succeed," states Meraki Rose's Managing Director, Yanis Johnstone. The firm believes that this competitive streak helps both a business and the individual to grow and improve, delivering better results each time.

About Meraki Rose: http://www.merakirose.com/#about

The firm have recently revealed that they specifically look for applicants with a sporting background and this is partly down to the competitive nature that it takes to be successful in sports. Sportspeople are notoriously competitive because this is what it takes to win, “you have to have desire and set goals and then go after those goals no matter what it takes," points out business owner, Yanis Johnstone.

Meraki Rose have revealed how they encourage displays of competitive behaviour within their firm. “We run a weekly winners competition where our applicants have to meet certain criteria and sales targets in order to win," outlines Yanis Johnstone. Those individuals that perform exceptionally well throughout the week are then taken out to complete the “Wing Wednesday Challenge" as a reward.

The individuals are taken to a restaurant where they are able to network and strengthen their business relationships whilst taking time out of a business environment. However, the firm continues to encourage competition through the “Wing Wednesday Challenge". Each individual has to take on the challenge of eating a huge portion of chicken wings. “This is great fun, an awesome bonding opportunity and also encourages that competitive side to shine through," highlights the Managing Director.

Meraki Rose is an outsourced sales and marketing firm based in Glasgow. The firm are specialists in direct marketing and develop personalised marketing campaigns on behalf of their clients' brands. The campaigns are then taken directly to consumers via face-to-face marketing techniques which helps to develop long-lasting and personal business connections between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients. Meraki Rose produce these campaigns in order to deliver a high return on investment and generate increased revenue for their clients' brands.

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