Phoenix Premier Acquisitions' 6 Secrets to Getting a Great Business Mentor

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All entrepreneurs need a business mentor to help them achieve success. Phoenix Premier Acquisitions in Southampton outlines their six secrets to gaining a great business mentor.

Having a strong and influential business mentor is essential for budding entrepreneurs. The business world is constantly changing and in order to understand how to react and adapt to these changes, entrepreneurs must be constantly learning and seeking out advice. Phoenix Premier Acquisitions believe that although entrepreneurs understand they must find the right support, many don't know where to turn in order to find an experienced and willing mentor.

About Phoenix Premier Acquisitions: http://www.phoenixpremieracquisitions.co.uk

To help entrepreneurs enhance their business journey and take a proactive approach to finding a mentor, the firm have offered the following advice.

- **1.Be willing to accept mentoring in any way you can**

When people think about mentoring they tend to think about one-on-one coaching with someone more experienced. However, in reality, mentoring rarely works out this way. A good mentor is usually a leader in their field, which means they are often incredibly busy making one-on-one guidance and support difficult. This is why entrepreneurs should be prepared and willing to accept mentoring in a range of forms, from online mentoring to a few informal chats.

- **2.Look for mentorship among peers**

The term 'Older and Wiser' doesn't apply to mentorship. Often the most valuable and relevant advice can come from an entrepreneur's peers. Instead of looking at mentorship as a hierarchy, entrepreneurs should look at it as an opportunity to share advice and information where all parties involved stand to gain something from the experience.

- **3.Seek multiple mentors**

Great mentorship comes from multiple sources, and helps an entrepreneur increase their exposure to a wide range of experiences and knowledge.

- **4.You may already know your mentor**

Mentorships are like friendships; to work together and collaborate, entrepreneurs must be able to share some common ground and beliefs in order to communicate effectively. This is why many people end up being mentored by people who share their same social circles.

- **5.Take action**

It's one thing learning about new approaches and strategies, but this knowledge is often redundant unless an entrepreneur strives to put it into practice. A good mentor will push an entrepreneur to get out of their comfort zone and try something new, as they know first-hand that action is the best way to fully understand new information.

- **6.Listen**

For mentoring to be effective, an entrepreneur needs to know how to listen and take on board everything they are being taught. The more effort an entrepreneur makes to absorb information the greater they will benefit from the experience.

Phoenix Premier Acquisitions is a Southampton based sales and event marketing firm that specialises in face-to-face marketing solutions. The firm believe that for brands to really make an impact on their target audience, they must really get to know each consumer as an individual and drive more effective communication. On behalf of their clients the firm develop engaging campaigns and meet with

consumers one-on-one to make sure these campaigns are delivered effectively and are driving better results and encouraging greater brand loyalty.

As advocates of youth entrepreneurship Phoenix Premier Acquisitions run their own internal mentoring program for young entrepreneurs, and have aided several professionals who have successfully gone on to open their own company. The program offers a unique opportunity for budding entrepreneurs to expand their business skills and take on new challenges whilst also earning in a fast paced exciting industry.

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