# Phoenix Premier Acquisitions Share Important Lesson From Richard Branson

**Wednesday 13 April, 2016**

*Arguably one of the most famous entrepreneurs in the world, Richard Branson's business journey has been inspiring people for many years. However, recently Phoenix Premier Acquisitions used a lesser-known story from Branson's past to inspire their young and ambitious contractors.*

*About Phoenix Premier Acquisitions: http://www.phoenixpremieracquisitions.co.uk/about-us/*

Sir Richard Branson is an English business magnate, investor and philanthropist, as well as the founder of Virgin Group, which comprises 400 companies. Many people all around the world know the success story of this world famous entrepreneur - that he had no formal higher education or business training before becoming a successful entrepreneur; he grew his business from a church, selling records that he advertised in a small magazine.

However, there is a lesser know story to be found within Branson's success. Branson offered a friend the opportunity to become 50 / 50 partners in the early days of Virgin however, his friend deemed it too risky and turned the offer down. Branson is now worth £3.6billion, and employs his friend on a £100,000 a year salary. If he was brave enough to take the risk he would now be worth half of Branson's fortune.

Outsourced sales and marketing firm, Phoenix Premier Acquisitions believes this story demonstrates why it is so damaging to let risk deter people from great opportunities. With a simple change of perspective, Branson's friend would have been able to overcome risk and focus only on the opportunity.

Phoenix Premier Acquisitions go on to state that business is full of risk and that taking a risk in doing something different can be scary. People are scared of failure and loss of money and in addition, don't like to feel embarrassed or humiliated if something goes wrong. But on the other hand, risk is healthy and with time and effort, a person is able to overcome fears associated with risk and go on to be a success. The firm believes that it is important to not fear risk, because any set backs along the way is simply an opportunity to learn and move forward.

Phoenix Premier Acquisitions is an outsourced sales and marketing firm based in Southampton. As a company, they specialise in engaging with consumers on a face-to-face basis; this in-person approach helps to foster long-lasting, personal business relationships between brand and consumer, leading to increased customer acquisitions, brand awareness and brand loyalty for their clients. The firm pushes their contractors to step out of their comfort zones on a daily basis to encourage a culture of success.

## Related Sectors:

Business & Finance :: Education & Human Resources ::

## Related Keywords:

Entrepreneurs :: Richard Branson :: Inspiration :: Business :: Risk :: Success ::

## Scan Me:

## Company Contact:

**Phoenix Event Marketing**

T. +44 7943485627
E. info@phoenixeventmarketing.co.uk
W. https://www.phoenixeventmarketing.co.uk/

**Additional Contact(s):**
Luke Walker

View Online

**Newsroom:** Visit our Newsroom for all the latest stories:
**https://www.phoenix-premier-acquisitions.pressat.co.uk**