Pinnacle Promotions Promote Strong Leadership as they Embark on New Market Research

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Sales and event marketing firm Pinnacle Promotions believes that within their industry strong leadership is essential. The firm conducted market research in new territory this week and outline why leadership qualities have been a strong focus.

The firm have expanded their popular campaigns to a new territory in Luton which will provide more market reach for their clients. Pinnacle Promotions have pointed out that this requires the firm to have extremely strong leaders. A new territory means a new market so the sales reps need to be able to adapt in order to gain results – a strong leader can educate others who are new to the campaign and pass on their expertise. Pinnacle Promotions tries to work only with those who are passionate and committed to the development of others and not just having the title of 'management'.

About Pinnacle Promotions: http://www.pinnaclepromotions.co.uk

Pinnacle Promotions points out that due the nature of their work, their work environment is incredibly fast-paced and subject to change a lot. The sales and marketing industry is incredibly changeable as consumers and markets are changing and updating all the time, therefore Pinnacle Promotions must be able to adapt and develop new campaigns which reflect the needs of the market.

Pinnacle Promotions has revealed the skills that they believe make a strong leader and what it is that they look for in leaders:

Communication
Great leaders are expert communicators. Good leaders listen as opposed to just bossing people around and when they do speak they are not only clear but they are sincere and consistent.

Integrity
The best leaders are impeccable with their word. Integrity is a conscious choice. Their actions match their words and are congruent with their values. This inspires confidence in their followers.

Values
Good leaders stick to their core values. They share these values with others and do whatever it takes to stay true to them. Their values set the tone and provide a behavioural guide for them and others to follow.

Vision
Great leaders know where they're headed and why. They always have one eye on the future and one on current situations. Their role is to achieve their vision.

Passion
Passion motivates great leaders. It's a never-ending source of energy that separates the doers from the dreamers. It is what initially attracts followers and inspires them.

Confidence
Great leaders stick things out when they get tough because they have the confidence to succeed. Great leaders are confident without being arrogant.

Curiosity
Great leaders ask lots of questions. They are curious about everything and constantly seek to learn and hone their own skills. They admit what they don't know and then go out of their way to learn it. Good leaders are ego-less when it comes to learning.

Positive Attitude
Great leaders are eternal optimists and always see the future as a reality. They will always strive to solve a problem or overcome a challenge. Attitude is a choice and great leaders choose to exude the type of attitude that will positively affect their team.

Competence

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The best leaders always accomplish more than was expected of them. They accept what they're not good at and surround themselves with people who fill those gaps and compliment their own strengths.

Empowerment

Good leaders set their people up for success. They don't ever leave them to fend for themselves, nor do they throw them under a bus, highlights Pinnacle Promotions.

Pinnacle Promotions is an outsourced sales and marketing company who specialises in personalised direct marketing campaigns on behalf of their clients' brands. The firm works closely with their clients to establish their goals and determine their target markets. The firm then develops unique campaigns which reflect these needs and take them directly to consumers via face-to-face marketing techniques. This one to one connection helps to forge long-lasting and personal relationships between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

Source: http://blog.hubspot.com/agency/great-leader

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