Source Marketing Direct review Tony Robbins “Why we do what we do” TED Talks

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London’s leading outsourced sales and marketing firm, Source Marketing Direct respond to the recent TED talk by Tony Robbins and reveal how it applied to the company's business mentality.

Tony Robbins is an American businessman, author and philanthropist; and has become well known for his self-help books: Unlimited Power, Unleash the Power within and Awaken the Giant Within. His career began promoting seminars for Jim Rohn (American entrepreneur), but he later began his work as a self-help coach. Tony Robbins appeared as a featured speaker at the 2006 Technology, Entertainment and Design (TED) conference, and as of May 2016, his talk was the 7th most view TED talk.

About Source Marketing Direct: http://www.sourcemarketingdirect.com/about-us/

TED is a non-profit organisation and a global community that welcomes people from every discipline or culture, devoted to spreading ideas; a TED talk is a short, compelling speech lasting 18 minutes or less. TED are passionate in the power of ideas to change people’s attitudes, lives and ultimately the world. Source Marketing Direct are keen supporters of TED talks because of their informative and educational value for both business and personal development.

In a recent TED talk by Tony Robbins, ‘why we do what we do’, the coach concluded that it all boils down to decisions and that it is important for people to know what they want. People aren’t satisfied with achieving just the one thing. Instead, they need to have multiple goals and desires that traverse both their personal and professional life. Robbins discussed in the talk, that once a person uncovers what is driving them forward, then they will know their belief system that will tell them how to get there.

Direct marketing specialists, Source Marketing Direct found the talk very informative and can see how this way of thinking applies to the firm. Source Marketing Direct regularly highlight the importance of having goals, because without them a person will have no meaning to what they are doing and will have less motivation and therefore less chance of success.

Based in London, Source Marketing Direct is an outsourced sales and marketing company that specialises in a unique form of direct marketing. The company create and manage their client’s personalised marketing campaigns that accurately represent their brand; increasing brand awareness and customer acquisitions.

The firm is fans of TED talks and regularly promote them as a great learning opportunity for their sales contractors.

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Source: http://www.success.com/videos/youtube/ted-talks-tony-robbins-why-we-do-what-we-do

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