Source Marketing Direct reviews 2 fundamental entrepreneurial traits that usually get forgotten about

Wednesday 20 April, 2016

The successful habits of entrepreneurs are usually a popular topic among business owners, however, Source Marketing Direct have reviewed two fundamental traits that people usually forget to mention when thinking about entrepreneurs.

About Source Marketing Direct: http://sourcemarketingdirect.com/

Being an entrepreneur requires much more than just big ideas. A true entrepreneur is someone who possesses a unique cocktail of traits, skills and characteristics that enable them to beat the odds and go after their dreams. It is important to understand the traits that make an entrepreneur successful because they can be developed and strengthened to ensure greater and quicker success.

In a recent article on hbr.org ('Two Traits Every Entrepreneur Needs', published on 21st March 2016) 2 traits that are usually forgotten about but are crucial in entrepreneurship were discussed. Source Marketing Direct identifies these traits as focus and tenacity, and highlights the reasons why they are so important within entrepreneurship.

Focus - Focus involves the ability to pay attention to things that will help a business and avoid distractions that will hurt the work effort put in. Focus is essential for an entrepreneur because it is the gateway to all thinking: perception, memory, learning, reasoning, problem solving and decision-making. Without good focus, all aspects of a person's ability to think will suffer. Without focus, an entrepreneur won't be as effective in their work because they're not concentrating on the right things or getting distracted.

Tenacity - Tenacity is one of the most important aspects of every entrepreneur. The entrepreneur who is tenacious never gives up and never lets a 'no' bother them. It is the entrepreneur that believes they can do it, even when they are being told that they can't by the doubters around them.

Source Marketing Direct is a leading outsourced sales and marketing firm based in London. The firm provides productive solutions for their clients' sales and marketing needs; this results in the firm increasing their clients' customer base and revenues so they can stay competitive within their own market.

Since their establishment, Source Marketing Direct have always promoted the traits of entrepreneurs to their sales contractors, including focus and tenacity. The firm does this to ensure they are aware of the habits and attitudes that can help lead them to long-term business success.

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