Sports Backgrounds Appeal to Marketing Firm Omnilotus

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Much research suggests a background in sports can help business professionals excel within a corporate environment. However Omnilotus believe that it's in the sales and marketing industry in particular where skills learnt through sport can really boost an individual's success.

Omnilotus are direct marketing specialists based in London. The firm works on behalf of their clients' brands to bring personalized marketing campaigns, which accurately represent their products or services, directly to consumers. Omnilotus uses face-to-face marketing techniques in order to deliver a highly personal service which often leads to long-lasting business connections between brand and consumer. In turn, this generates increased customer acquisition, brand awareness and brand loyalty for their clients.

About Omnilotus: http://www.omnilotus.co.uk

Omnilotus are confident that there are many similarities between sport and marketing, for example the fast paced environment and the need for great communication between individuals to make something tick. The firm also believe that salespeople like sportspeople must have strong ambitions and drive in order to achieve success. Not only this but sales, like sport, requires problem solving in order to overcome obstacles/win games and be successful. Both industries also require a high energy environment in order to increase motivation and drive victory.

Here, Omnilotus has outlined some of the skills learnt in sport which they believe are highly desirable in the sales and marketing industry:

Part of a collective
Playing team sports can help individuals develop the skill as working in part of a collective and working together with a wide range of individuals. It shows you how to strive for the same goal as others without pushing them down to get there. Participating in this kind of activity prepares individuals for working in a business environment where the business owner requires you to push for the same goals in order to improve the business.

Communication
Team sports also require communication in order to win a game. The team will constantly talk to each other, encourage each other and make others aware of their presence. Communication is as vital in business as it is in sport. Individuals must communicate across departments or with other applicants otherwise the business would descend into chaos.

The reward of hard work
In sport, individuals have to continuously practice and hone their skills and fitness levels to improve their chances of success. The rewards are, getting picked for the squad, beating personal bests or winning trophies. This teaches people the importance of hard work which can be taken into a business environment, states Omnilotus.

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