Strategic Five Marketing: Do you have what it takes to be a successful entrepreneur?

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Sales and marketing firm, Strategic Five Marketing reveals the 4 qualities of successful entrepreneurs and outlines the importance of encouraging entrepreneurship amongst young people.

Strategic Five Marketing has been reviewing a study conducted by professional services firm EY and the Harvard Business Review. The study looked back at 30 years of entrepreneurship and 9,200 winners of EY's Entrepreneur of the Year programme in order to identify the common characteristics that successful business owners share. The study revealed 4 common characteristics of entrepreneurs and Strategic Five Marketing has confirmed that they agree these qualities are vital for entrepreneurial success.

About Strategic Five Marketing: http://www.strategicfivemarketing.com/

1.They recognise talent
When growing a business, all successful entrepreneurs will aim to bring on employees that are highly skilled and can put forward unique perspectives but share goals with their colleagues. Strategic Five Marketing adds that successful entrepreneurs will constantly encourage innovative thinking and risk taking.

2. They are focused on growth
A successful entrepreneur will set immediate and long-term goals and enlist the help of experts within the company to oversee them and ensure they lead to growth in the key areas of the business.

3. They do their research
Savvy entrepreneurs make sure to educate themselves on market research, statistics and the industry as a whole in order to impress potential investors and provide great knowledge to consumers and clients.

4. They're purpose driven
Entrepreneurs who lead with a strong purpose in mind are the ones that thrive both financially and socially. Strategic Five Marketing believes in asking employees to think about the company's broader purpose and how it can be achieved through daily, monthly and yearly goals.

Strategic Five Marketing encourages entrepreneurship among young, ambitious individuals via their unique development opportunity. The firm highlights how by helping young professionals to develop useful business skills such as sales, leadership, management, financing, public speaking, motivating a team, hosting an interview, and more, these young professionals will feel confident going on to manage their own teams and potentially their own businesses.

Strategic Five Marketing feels that this is incredibly important as these young entrepreneurs will help to aid the economy by providing new job roles, exciting new products and services and helping to drive consumer spending.

Strategic Five Marketing is an outsourced sales and marketing firm based in Manchester. The firm specialises in a personalised form of marketing which allows them to connect with consumers via face-to-face marketing techniques. This unique interaction with consumers helps to drive long-lasting business relationships between brand and consumer as well as increased customer acquisition, brand awareness and brand loyalty for their clients.

Source: https://www.entrepreneur.com/article/285607

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Strategic Five Marketing

T. 012500000000
E. info@strategicfivemarketing.co.uk
W. https://www.strategicfivemarketing.co.uk

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