Swan Global Direct Take Inspiration from Rick Pitino

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Being committed to developing the next generation of industry leaders means that Swan Global Direct are always looking for new sources of inspiration. Here, the firm explain how they have integrated the work of Rick Pitino into their mentoring and training opportunities.

About Swan Global Direct: http://www.swanglobaldirect.co.uk/

Rick Pitino is a Hall of Fame basketball coach in America. Pitino started his career at Boston University and is currently living in Louisville. The coach is famous for his knack of developing key players. Swan Global Direct, a sports-driven sales and marketing firm who seeks out sports-minded individuals have been particularly inspired by Pitino's story and coaching success.

Swan Global Direct have been inspired by the many books that Rick Pitino has written on success including 'Success is a Choice', 'Lead to Succeed' and 'The One-Day Contract'. Rick Pitino has been known to transform underachievers into hardworking people and has helped several individuals to develop a mental toughness, enhance their self-esteem and how to exceed their own potential. As a person well known for these qualities, Swan Global Direct were keen to learn what advice Rick Pitino had to offer and therefore investigated his books on success.

After taking on board Mr. Pitino's advice, Swan Global Direct have been inspired to become more hands on with their training and personalise their coaching to suit each individual – recognising and making the most of their personal strengths. Therefore, the firm have decided to not only host more of their inspiring workshops but also to develop one-on-one mentoring schemes.

Swan Global Direct is an outsourced sales and marketing firm based in Newcastle. The firm specialises in a personalised form of marketing which allows them to implement unique marketing campaigns directly to consumers, on behalf of their clients' brands. By connecting with consumers on a face-to-face basis the firm are able to establish long-lasting business relationships between brand and consumer. Swan Global Direct highlight how in turn, this leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

With sales being such a fast-paced and fast growing industry, Swan Global Direct highlight the importance of supporting and actively encouraging development in order to grow and keep up with client demand.

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