Swan Global Direct’s Amazing Trick for Better Discussions

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Swan Global Direct work with the philosophy ‘better discussions equals better business'. The firm reveal their amazing tip to ensure every debate and discussion had generates value for the business.

Successful discussion is a major factor of business growth, however many businesses are failing to communicate their ideas effectively. Successful discussion is all about engagement and incorporating individual ideas and opinions into an end solution that all involved can see the benefits of. Sales and marketing firm Swan Global Direct believe that by providing the opportunity for debate and sharing ideas, businesses are increasing not just their own growth, but the personal growth of the individuals involved in the business. Discussions help workers to boost their confidence in addressing large groups of people, which is an important aspect of leadership and can therefore prepare them for career progression. It can also develop interpersonal skills, by helping individuals recognise the importance of listening clearly and engaging with the opinions of others. In terms of a business as a whole, hosting debates and sharing ideas can help a business to develop by looking at processes from a wide range of perspectives.

With personalisation playing a key role in the Swan Global Direct’s approach, it’s imperative for the sales and marketing firm to have strategies in place to aid clear discussion. The firm work hard to personalise the customer experience for each individual customer to ensure all their needs are catered for. Delivering this level of service requires constant discussion and evaluation both internally and with their clients, to assess the best way to meet changing consumer needs. Discussion also allows the firm to highlight any issues within their campaigns and share new ideas that could help them provide a better customer experience and adjust their campaigns so that they comply with market trends. With discussion being such an important aspect of the firm’s growth and success, Swan Global Direct has decided to share their own approach to holding a successful discussion.

Swan Global Direct believes one of the most important aspects of a successful discussion is the ability to engage with what others are saying. The firm therefore follow a very unique approach to debating and sharing ideas. In discussions, Swan Global Direct believes it’s important for a speaker to summarize the points of the previous speaker’s idea before sharing their own. Only if the previous speaker agrees that the second speaker has fully understood their opinion can the second speaker then share their ideas. This approach ensures that not only the speakers, but the other attendees fully engage with the ideas and views of others, which means they can then make a clear and informed decision.

Swan Global Direct is concerned that due to a democratic culture, many businesses may be finding that their discussions are turning into more of a stage performance than an opportunity to share ideas. Instead of sharing ideas to change opinions and achieve a common goal, the firm are worried that debates may be used as a means of preaching to allies. The firm believe that their approach to discussion allows all individuals to have their say and be truly heard, which leads to better business decisions and more secure long term plans.

Swan Global Direct is a Newcastle-based direct marketing firm. The firm offer brands a range of marketing solutions using face to face interactions and promotions to improve the customer experience. By interacting with customers directly, Swan Global Direct is able to raise their clients brand awareness, as well as improving their customer relationships and acquisitions.

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