

NEW YORK, NY, August 17, 2014 **/24-7PressRelease/** -- [F-1 Enterprise Inc.](#) releases an interesting fact sheet, highlighting industry statistics and how the approach to sales has changed drastically over time.

With customer trends and behaviours changing constantly, it's only natural that the role of the [sales person](#) is changing and evolving too. The economy has forced consumers to be savvier when shopping and sales people are in a constant battle to adjust their strategies to appeal to this new generation of careful consumers. Sales and marketing agency F-1 Enterprise Inc. believe that these changes to sales roles have been beneficial to the marketing industry and have provided businesses with a more customer focused outlook which has helped many businesses improve their brand reputation. To highlight just how much the role of a sales person has changed over the last few years, F-1 Enterprise Inc. have compiled some interesting facts and statistics surrounding the sales and marketing industry.

About F-1 Enterprise Inc. : <http://www.f-1enterprise.com/3-reasons-to-hire-f-1-enterprise-inc/>

1) Over time, sales and marketing firms have increased the size of their buying teams, meaning sales people have more people to educate, influence and coordinate. This increased workforce means that training and sales strategies across the industry are improving all the time. This focus on education and training means Sales strategies are far more customer centric than they were a few years ago. This ensures customers receive a consistently high level of service and allows businesses to build a better picture of their customers' needs.

2) Whereas in the past sales people were viewed as 'product pushers' who focused largely on their commission and not the needs of the customer, today's sales people are far more tuned in to their customers emotions and requirements. Sales people are now seen as 'successful challengers' who look at each individual customer's situation and thrive in finding a personalised solution to ensure their requirements are met.

3) Countless research shows that customer experience has more of an effect on the buying decision than the price of the product or service. With customer service playing such an important part in a sales person's role, more sales and marketing firms are prioritizing maintaining customer relationships for long after the sale process is completed.

F-1 Enterprise Inc. is a New York based sales and marketing agency who offer clients unique

F-1 Enterprise Inc. Release Salesperson Evolution Facts

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and personal marketing solutions. The agency look to gain 100% customer satisfaction for their clients through their friendly and experienced sales teams, who help create and maintain long-term customer relationships and increase brand awareness.

F-1 Enterprise is an outsourced sales and direct marketing firm. The firm specialises in driving quality sales and generating a high ROI for its clients through personalised campaigns.

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