Citipeak Events Review why Millennials make the Industry's Top Sales People

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Citipeak Events *believe that Millennials possess some great qualities that make them top sales representatives. The firm explain their reasons why.*

Millennials are the generation born between 1980 and 2000.They are one of the largest generations in history and they are about to move into their prime spending years. Millennials are poised to reshape the economy; their unique experiences will change the way consumers buy and sell, which will force companies to examine how they do business for decades to come. Citipeak Events believe that Millennials possess some great qualities that make them top sales people.

*About Citipeak Events :*http://www.citipeakevents.co.uk

Citipeak Events reviewed a recent article on HubSpot Blogs (12th May 2015) and from this highlighted some reasons why Millennials make up the industry's top sales people.Citipeak Events picked out their 3 main reasons as:

- **Millennials are digital natives.**They adopt new technologies twice as fast as the rest of the world and they are comfortable using social platforms like Twitter, LinkedIn and Facebook to build relationships with prospects and establish a personal brand.
- **Millennials take initiative.** Over 50% of Millennials already have, or hope to, start their own business. This entrepreneurial spirit translates into finding new ways to sell, whether it's optimising their messaging for the best open rates or responding to emails with cheeky memes.

- **Millennials take their approach to selling like a science.** They test everything from subject line, to time of day, to length of email.This A/B testing is crucial and made possible because Millennials sales people embrace data and technology and innately use it to their advantage on the sales field.

Citipeak Events is an event marketing company based in East London. As a small business, Citipeak Events set up private hire event sites; this is where they represent their clients' brands, sell and promote their products and services to consumers and increase brand awareness. The firm work with a range of sales contractors who demonstrate many of the top qualities that are found in Millennials.

Citipeak Events are on the look-out for Millennials to fill their latest sales roles, and applicants interested in developing their sales skills should contact the firm. It is Citipeak Event's team of highly skilled individuals who pride themselves on being the best across the events and promotions sector that are integral to the firm's current and future success.

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