Elite Intuition Dismiss Claims That Salespeople are Becoming Obsolete

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Following a recent article claiming salespeople are becoming disposable, Elite Intuition express that salespeople are very much at the heart of personalised marketing.

Nowadays, consumers would rather bypass a human salesperson and research and buy what they need online, claims a Senior Manager mentioned in an article published on Fortune.com. In fact, a new study conducted by the McKinsey Global Institute says that 45 per cent of today's sales jobs could disappear and be replaced by technology that already exists. Elite Intuition, an outsourced sales and marketing company based in Liverpool, agrees that technology may be responsible for the reduction of some sales jobs in the coming years. Nevertheless, the firm insists that there will always be a need for direct marketing as people crave a human touch.

Eric Esfahanian, a Senior Vice President at sales data analytics firm Gryphon Networks, explains: “The bottom ten to 20 per cent of business-to-business sales people, especially those who are selling a simple product with a short sales cycle, are going to lose out to B2B e-commerce." Looking at the development in the technology sector, it is no surprise that business owners choose online marketing campaigns and emails over face-to-face marketing. Elite Intuition pushes however for the personalised approach and insists that human sales representatives will never become obsolete. The firm believes that a product or service must be customised for each consumer; not by having a computer calculate their needs, but by having an actual conversation, actively listening, building a connection and being there in the case of any questions.

Elite Intuition is one of Liverpool's market-leading sales and marketing companies. The firm is committed to working with salespeople, as it is the most personalised way to market a product. A computer won't be able to keep people engaged, read between the lines in a conversation and anticipate what they may need. In addition to that, in many situations a machine could not deal with an angry customer and recover the service effectively, says Elite Intuition.

Due to their recent success, Elite Intuition's clients would like the firm to represent them and raise brand awareness on their behalf in at least two further locations by June 2016. Elite Intuition is certain that their success is in line with their mission to engage every audience, leaving a lasting impact, and making everybody smile. By doing so, Elite Intuition's sales force builds a strong connection between the consumer and the firm's clients. “As long as buyers are human, we can rest assured that human salespeople won't vanish. In fact, they provide that little extra to consumers that makes them feel appreciated and important," summarises Elite Intuition.

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