

GENERATIONAL SELLING

Marketing and Selling to the Next Generations

Sell to All Generations

By honing your message, becoming more technologically proficient and using multiple communication channels, you will not only reach the Millennials, but all generations.

Participants Learn:

- The Four Generations
- Selling to the Generations
- Differences Between Gen X and Gen Y
- Lifestyle Brands
- Community
- Technology Strategy
- Sales Approach
- Social Media Plan



How Well Do You Know the Millennials?

Millennials account for around 28% of the U.S. population. At about 78 million strong, they rival the Baby Boomer segment in size and spending power.

Our shared experiences determine what motivates us toward or away from a sale. As Baby Boomers and Gen Xers did before them, Millennials will define the attitudes, ideas and actions of the country in the decades to come.

Successful companies recognize that Millennials are leading the way in creating trends and markets. The sales world is changing. Be aware of the impact of consumers' changing tastes and how this effects your business. Age plays a critical role in customer buying decisions. The generation into which we are born has as much impact on buying decisions as income and education.

Monte is a great presenter! Our marketing department could use his expertise on reaching all four generations. A lot of great ideas! Can't wait to tweet, start a blog and update facebook.

Shirley Henson, Manager
Air Control Heating and Cooling