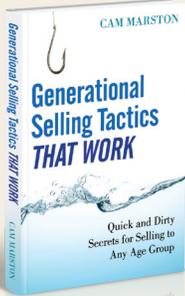


From the leading expert on the generations and author of *Generational Selling Tactics THAT WORK*.



## The Generation X Consumer: A Tech-Savvy, Information-Hungry, Skeptical, Stalking, Doubting Machine

The Gen X Consumers continue to gain a greater hold over today's marketplace as they slowly supplant the Baby Boomers' purchasing power. Now in their primary earning years, Gen X'ers are the sweet spot for consumer purchases - they're the parents of the youth today, buying healthy, taking vacations with the kids, and sending them off to school. The addition of children initiates various "trigger" purchases for the Gen X parents to control: pets, toys, children's hobbies, youth fashion, youth entertainment, video games, bigger homes, etc. The Gen X opinion of "experts": Be wary of them, they usually have ulterior motives. And, oh, by the way, you best hurry since Gen X doesn't wait very well. The list goes on.

**"Now in their primary earning years, Gen X'ers are the sweet spot for consumer purchases."**

The Generation X female is the center of the sweet spot. More and more she's the principal earner for her family. Additionally, she likely has primary influence over purchases for her children and her spouse (vacations, clothes, health care, groceries, dining, entertainment), her parents (electronics, appliances, healthcare), her in-laws (healthcare, home furnishings) and her peers (all of the above). Treat her well and she'll sing your praises far and wide, but woe to those that scorn her. Through her social media capabilities she'll tell the whole wide world and now you're in damage control.

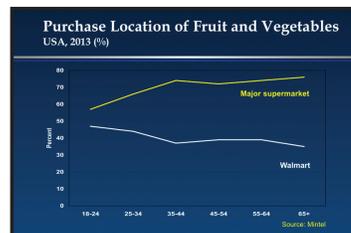
So, what do you do? How do you market and sell to such a consumer?

### In this presentation you'll learn:

- How the Gen X buyers gather information on their purchases.
- The importance of depth in your online content.
- What to say about yourself in the social media world.
- How to interact personally with the Gen X consumer.
- Why this generation is worth the added effort to court them.
- How to close the sale and follow up.

*Note: This presentation can be tailored towards business to business sales as well as retail/consumer sales. Demographic and/or marketplace research can be conducted in advance given enough time in advance.*

### Sample custom research from previous clients:



Year	Participants	Mean Age - Male
2002	25,826	35.1
2003	24,192	35.4
2004	22,773	36.3
2005	27,539	35.6
2006	29,258	36.6
2007	31,854	36.2
2008	27,816	37.0
2009	23,959	37.7
2010	20,081	38.9

Generation	When they first learned of their top charity	How long they've given to it.
Millennial	52% in Childhood	4 years
Gen X	32% in Childhood	7 years
Boomers	55% in their 30s	13 years
Matures	68% in their 30s	15 years



CAM MARSTON

**For more information please contact:**

**HELEN BRODER**  
Business Manager  
Helen@GenerationalInsights.com  
910.256.3495

GenerationalInsights.com