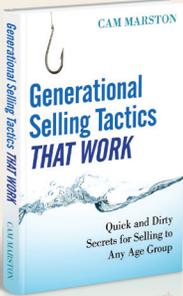


From the leading expert on the generations and author of *Generational Selling Tactics THAT WORK*.



Generational Selling Tactics

Tools like e-commerce and social media were supposed to make selling and marketing easier. Instead, they make buying easier and selling harder.

Consumers can easily research products, compare costs and reviews, and even name their own prices. In the 21st Century marketplace, you can't just give them a reason to buy, you need to give them a reason to buy from **you**. Since the decision to buy is 85% emotional and 15% rational, you need to connect with your customers and clients. Even more challenging, today's marketplace is more demographically diverse than ever, with four distinct generations of active consumers. Understanding the generations helps us achieve that crucial connection that gets customers from all demographics closer to the emotional decision to buy from us.

“Today, the customer holds all of the cards.”

This presentation will introduce you to the Matures, the Baby Boomers, Generation X, and the Millennials, and describe the distinction between the “We” values of the earlier generations and the “Me” values of the later ones. It will also provide you with the hands-on how-to of connecting with and selling to each one regardless of your own generational background.

You will learn how to:

- Identify the customers in front of you and understand their generational perspectives
- Quickly connect and get clients to “lean forward”
- Establish cross-generational sales relationships that make your clients comfortable
- Avoid turning customers off with generational faux pas
- Earn the last look based on your connections
- Adopt the right closing strategy for each generation

Everyone in attendance will have the chance to laugh at their own generation and all of the others, and will see:

- Which generations are open to sales pitches and which ones tune them out
- Which generations like salespeople and which ones don't trust them
- Which generations can be closed and which ones insist on closing themselves

You will also see some examples of successful marketing and sales strategies that are targeted at specific generations. Attendees should walk away from the talk with a field guide and a to-do list that will equip them to expand their demographic sales horizons and to move prospects from any generation closer to that emotional “yes.”



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