> **What you did yesterday may not work with today's decision maker.**

Caveat Venditor (Seller Beware)

The first rule of selling is steadfast: Know your customer. With four distinct generations playing active roles in the buying decisions of companies worldwide, that tenet is increasingly difficult to fulfill. It is no longer enough to be personable and knowledgeable about your product. To succeed in today's business climate, you need to approach each buyer with an informed generational perspective — recognizing the underlying biases, values and expectations that pave the way to "yes".

In this presentation, Cam Marston looks inside each generation's core values to identify what forms their buying decisions and gives you the understanding required to develop a solid sales process based on known generational biases and business preferences.

You will learn how to:

- Identify subtle shifts that indicate upcoming leadership changes
- Create a fast and genuine connection with new customers
- Sell to your customers expectations, not your own
- Build or rebuild trust between the generations
- Highlight appropriate product selling points for each audience
- Avoid common communication pitfalls

Throughout the presentation you will see how companies today are effectively engaging generational marketing techniques to appeal to the unique decision making traits of each generation — Matures, Boomers, Xers and Millennials. Changing dynamics require changing strategies. What you did yesterday may not work with today's decision maker. Prepare your sales team with the information they need to be successful in today's marketplace.

For more information please contact:

Helen Broder
Business Manager
Helen@GenerationalInsights.com
910.256.3495
GenerationalInsights.com