

The largest generation

The US Census Bureau says the Millennial generation tops 90 million people. It's the largest single generation in American history. No longer "the next generation" or "kids," the Millennials are fully engaged in every aspect of the marketplace. They're buying homes. They're buying nice cars. They're buying life insurance and saving for their own retirement. Finally through the key life stages that signify the end of young adulthood, the Millennials are fully formed. They have fully arrived and with their arrival comes their significant influence.

Whether business to business or business to consumer, understanding the communication preferences and patterns of the Millennials will be key to remaining relevant in tomorrow's marketplace. This enormous generation will influence not only the direction of our society but the success of your products and services. There will likely be a Millennial buyer who will determine whether your product will be put on the retail shelf or not. There will be a Millennial gatekeeper determining whether you'll even get a meeting with the buyer. And the odds are that the Millennial shopper will be the one evaluating your product versus your competitors. What do you need to say? To do?

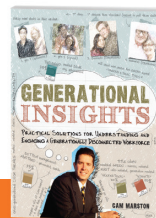
But it is not only retail. Services are in play, too. How do you develop relationships with a generation of tech natives who seem averse to interpersonal communications? How do you make a meaningful connection and advocate for your company over a smartphone? Is it even possible? How do you develop a winning first impression if you may never meet? And should the meeting happen, what do you say? What do you do? What do you show them that makes them want to select you?

Two things have not changed: 1) People do business with people that they like and, 2) People do business with people who they think are like themselves. This fun and funny presentation will teach you how to become likable to the Millennial generation and what to say and what to do to make your customer think the two of you are similar. It's not trickery, it's simply prioritizing the features, advantages, and benefits of your products and services in a new way.

You'll learn:

- How to control your online first impression (which is where they will first "meet" you)
- How selling to their future is the best way to get their attention
- How to ask for the sale and how NOT to ask for the sale
- How to determine the impact of influencers, whether they be colleagues, friends, or parents
- How your company's focus on the greater good can influence purchases

From the leading expert on the generations and author of *Generational Insights*.



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