



Generational Selling

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Short Description of the Presentation:

Our country is made up of four very specific generations: veterans, boomers, Generation X and Millennials, also known as Generation Y. The Generation Y group is by far the largest with over 80 million people. The key to effective selling in today's world is to learn how to market to the Generation Y group since they influence the other three groups.

Overview of the four generational groups:

- Veteran (before 1942) – Very loyal
 - a) Value brands
 - b) Face-to-face meetings
 - c) Conservative when it comes to money
 - d) Socially conservative as well
 - e) How to sell.....
- Boomers – 65 million and they influence our culture
 - a) Control 65% of the national wealth gained through inheritance
 - b) Suffer from three economic hits (paying kids college, taking care of aging parents while still planning for their own retirement)
 - c) How to sell.....
- Generation X – 50 million in 30's and 40's
 - a) 17% of population
 - b) Slow to marry and far away from family
 - c) College educated
 - d) How to sell.....
- Millennials (Generation Y) – Largest group with over 80 million
 - a) Optimistic
 - b) Want good life and want it now!
 - c) Multi-task and instant connection
 - d) How to sell.....

How Generation Y sets the pace for all other groups.

- a) Developing Lifestyle Brands
 - b) Get involved in local community
 - c) Meet them online
 - d) 24% of this group read blogs
 - e) They must be understood, not attacked
 - f) Two customer comment companies you will want to use
 - g) Hub and spook model
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- Blogging – Front door to social media strategy
 - Top three social networks and how to use them