

SELLING ACROSS THE GENERATIONS



Cam Marston, acclaimed author, columnist, lecturer, and radio/podcast host is a leading expert on workplace and marketplace trends.

The first rule of selling remains steadfast: Know your customer. With five 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 with your customer and knowledgeable about your product.

Changing dynamics require changing strategies.

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." These biases, values, and expectations impact everything from how you introduce yourself, how you communicate (both frequency of communication and channels of communication), how you develop and maintain your online impression, to how you ask for the sale. Once you understand the depths of sales biases in each generation, you'll then begin to realize the opportunities for making new, deep, and lasting connections with your customers. In this presentation, Cam Marston shows you how to create fast and genuine relationships with new customers, sell to your customer's expectations, build trust between generations, and avoid communication pitfalls.

Throughout the presentation you will learn how companies are effectively engaging generational sales techniques to appeal to the unique decision-making traits of each generation and how you can develop a solid sales process based on generational biases and business preferences.

Based on the client's request or customer analysis, Cam can focus the presentation on all five generations or the one or two most applicable to the specific audience.

Participants will learn:

- The core differences in the way each generation has learned to interact with the world around them
- How each generation searches for suppliers who will reflect their generational preferences back to them
- Their own generational preference and biases and how, by blindly following them, they may ruin sales opportunities
- Guidelines for selling to the different generations in today's marketplace
- How to identify people who do not fit into their generational profile, why they may not fit, and how to proceed with them



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