



## **The Art of Generational Selling**

*A guide for connecting with 4 generations of customers*

1 & 2 Hour Delivery Formats Available

### **Overview:**

In today's crowded marketplace with an ever increasing range of buying options, the average consumer spends as much time considering *from whom* they will buy as they do deciding *what* they will buy. A key factor that differentiates today's consumers, and may be separating many sales professionals from their customers, is generational or age group. While selling to as many as four generations of consumers has its challenges, it also represents an unparalleled opportunity for sales professionals to leverage generational insights to increase sales success. Often, our failure to connect with customers and to really understand where they are coming from lies in our inability to understand their generational background and perspective.

This highly interactive workshop is designed to provide sales professionals with not only a deeper understanding of generational factors and context but also a solid framework for building a high impact sales strategy that facilitates a deeper connect across all generational groups.

### **Core Contents:**

- Four Generations of Consumers – *Building a Foundation of Understanding*
- Exploring the Four Stages of Generational Selling
- Creating A Context – *Generational Characteristics & Formative Experiences*
- Uncovering The Opportunity – *Defining Your Optimal Customer*
- Creating a Development Baseline – *Generational Insights Inventory*
- Expanding the Foundation - *Generational Fast Facts*
- Exploring the Life Stage – Customer Engagement link
- Developing Your Generation Specific Sales Strategy
- Tapping Your Collective Wisdom – *Our Strategies That Work*
- Call to Action – 5 Questions you Need to Answer Today

### **Learning Objectives:**

- Create a context for understanding the generational sales imperative
- Build clarity around the key steps in the generational selling process
- Expand awareness of the perspectives and influences of each generational group
- Provide a framework for uncovering generation specific selling opportunities
- Gain insight into current awareness and related development opportunities
- Expand understanding of what makes each generational group unique
- Provide insight into generation specific factors that influence customer buy-in
- Explore buying preferences of each generational group
- Harness group perspective around generational selling strategies they utilize
- Create a framework for applying the workshop content and for building momentum