

# SELLING TO THE GENERATIONS

***Selling to the Generations*** is based on the work of Cam Marston who has studied the differences in the generations for the past 20 years. He has written Generational Insights, Generational Selling Tactics THAT WORK. Business demands that we work with people of all ages and generations. The ability to identify and work with the 4 generations in the workforce is critical in achieving successful business outcomes. Understanding the needs of each generation as well as their preferred approaches helps your salespeople be more versatile when working with the different generations resulting in better business outcomes which mutually benefits both your customer and your company.

## OVERVIEW

***Selling to the Generations*** is a highly energetic, highly engaging program where participants will leave with actionable ideas that translate into increased sales. Selling to the Generations focuses on developing positive relationships with customers and co-workers of all ages. Through practical exercises, participants are provided greater understanding of the different needs of each generation.

## THE GENERATIONS



## PROGRAM OUTCOMES

From this program, participants will learn how to identify key values and beliefs of each generation, increase their versatility when working with each generation and develop strategies for selling to each generation. Participants learn to develop strategies for more effective interaction with their customers and co-workers of each generation.

## APPROACH

**Pre-work:** Participants identify a customer or co-worker in each generation for which they have an upcoming interaction.

**Half or One-Day Workshop:** Participants develop their understanding of the generations and their skills and versatility in approaching each of the generations by learning how to best engage and prepare for interactions with each of the generations. Participants use the Selling to the Generations Planner to prepare for their own upcoming sales meetings. This program will provide participants with the ability to:

- Differentiate between the generations in the workforce today
- Develop strategies for selling to each generation that will lead to increased sales
- Execute skills for more effective work with each generation of prospects and customers
- Think like customers from different generations

**Follow-up and Reinforcement:** Ensures your organization supports the use of the new skills

- Interactive emails reinforce concepts learned in the workshop
- Tips sheets are provided to reinforce the skills learned

## SELLING TO THE GENERATIONS

<i>Modules: Key Learnings Are ...</i>	<i>Participants Will Be Able To ...</i>
<p><b>Introduction to the Generations</b> Introduce the four generations and the characteristics, values and beliefs of each generation</p>	<ul style="list-style-type: none"> <li>• Identify the generations</li> <li>• Identify key values and beliefs of each generation</li> </ul>
<p><b>Understand the key behaviors for each Generation</b> Understand the key behaviors of each generation and the best way to adapt to those behaviors to ensure successful outcomes</p>	<ul style="list-style-type: none"> <li>• Understand and adapt to the behaviors of each generation</li> </ul>
<p><b>Engage the Generations</b> Understand the needs of each generation and the best way to apply those needs to reach successful outcomes</p>	<ul style="list-style-type: none"> <li>• Increase versatility with each generation</li> <li>• Understand best way to communicate with each generation</li> </ul>
<p><b>Plan for and practice interactions with each Generation</b> Apply your understanding of each generations needs and preferred communication methods to prepare for upcoming interactions with each generation</p>	<ul style="list-style-type: none"> <li>• Increase positive outcomes/sales</li> <li>• Develop strategies for communicating and/or selling to each generation</li> <li>• Reduce relationship tension by being versatile to the needs of customers in each generation</li> </ul>

## ENABLING IMPROVED PERFORMANCE

This program features various performance applications. *The Selling to the Generations Planner* is a key tool to help implement these skills back on the job. Other reinforcement includes interactive follow-up emails, access to the facilitator, job aids and coaching tools.

## MEASUREMENT

NuVue Business Solutions can help measure success of this workshop by tracking key metrics such as increased revenue, decreased costs and improved margins and assets utilization or other business metrics.

## EVALUATION

Organizations using *Selling to the Generations* have the option of NuVue Business Solutions completing a ROI Impact Study after the workshop for individual or company sales and/or communication.

***This offering, like all others from NuVue Business Solutions, can be customized to reflect your sales environment and business priorities and can be integrated with your sales process.***