

Intergenerational Buying and Selling

It's my belief that stronger, more authentic relationships create more Buy-Sell Win-Win's. When we take the time to appreciate the rich diversity in the generations while adapting our communication and selling style, we create stronger connections.

Today, let's

- See how significant events influenced **our perspective, values and beliefs**
- Understand how compelling messages **shaped our languages of trust, respect and motivation**
- **Deepen and strengthen our professional relationships**
- Change your perspective from tension and challenge to **opportunity and promise!**

What is a Generation?

- ❖ Large group of people who are ___born_____ at about the same time
- ❖ Share a set of significant experiences during their most ___formative___ years
- ❖ There are currently ___4___ distinct generations
- ❖ Different perspectives, values and beliefs
- ❖ Similarities = generalizations and information, not ___stereotypes_____

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Matures (1909 – 19_45_)

Outlook: Practical
At Work: Dedicated
With authority: ___Respectful___
Leadership: Hierarchy
Relationships: Personal sacrifice
Perspective: ___Civic___

Significant Life Events:

Great Depression
Hiroshima
WW II

Compelling Messages:

Make do or do ___without___
Stay in line
Know your ___place___, there's an order
Sacrifice

Working with them:

- Be formal, ___respectful___, and polite
- Provide quality, don't rush them
- Want to know the ___history___ of the company
- Assure them that their experience is an ___asset___ to the organization
- Want structure and consistency

Boomers (19_46_ – 1964)

Outlook: Optimistic
At Work: ___Driven___
With authority: Love/Hate
Leadership: _____
Relationships: Personal gratification
Perspective: Team

Significant Life Events:

Civil Rights Movement
MLK and Kennedy Assassinations
___Vietnam___ War

Compelling Messages:

Be ___anything___ you want to be
___Change___ the world
Work well with others

Working with them:

- Be warm and ___friendly___
- Establish yourself as a comfortable ___equal___
- Want to know they will make an immediate ___contribution___ to the company
- Want leadership opportunities

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Generation X (1965 – 19__)

Outlook: ___Skeptical___
At Work: Balanced
With authority: Unimpressed
Leadership: Competence
Relationships: Reluctant to Commit
Perspective: Self

Significant Life Events:

Reagan Presidency, Watergate, Economy
Divorce Rates Soaring
___Challenger___ Explosion

Compelling Messages:

Don't ___count___ on it
Get Real
Ask, "___Why___?"

Working with them:

- Be efficient, ___competence___ is paramount
- Be prepared to ___answer___ a lot of questions
- Want ___development___ opportunities
- Demand a ___flexible___ schedule

Millennials (1980 – 2006)

Outlook: Hopeful
At Work: Ambitious
With authority: Relaxed and ___Polite___
Leadership: Achievers
Relationships: Loyal
Perspective: ___Civic___

Significant Life Events:

Oklahoma City Bombing
9/11
Columbine

Compelling Messages:

Connect ___24/7___
Leave no one ___behind___
Be smart, you are special

Working with them:

- Be lively, quick paced and ___respectful___
- Be a leader/business partner that ___coaches them___ through the process
- Want fun and ___energetic___ environment
- Want a future-oriented company
- Value a company's ___altruistic___ attitude