Generational Selling

Vacation Ownership

Investment Conference
What do I need to know to...

1. Quickly connect with and develop rapport with different generations of customers?
2. Quickly establish a relationship of trust and value between me and my different generations of customers?
3. Position myself to get “the last look” whenever possible.
Ages of Generations:

- Matures     > 63 yo
- Baby Boomers 44 to 62 yo
- Gen X       29 to 43 yo
- Millennials < 28 yo
The Continuum

We, Us, Team, Unit, Group, Company, Nation

I, Me, My
“You are special, unique, and different from everybody else.”
Audie Murphy

- Medal of Honor
- Distinguished Service Cross
- Silver Star
- Legion of Merit
- Bronze Star
- Purple Heart
- US Army Outstanding Civilian Service Medal
- Good Conduct Medal
- Distinguished Unit Emblem
- American Campaign Medal
- European-African-Middle Eastern Campaign Medal
- World War II Victory Medal
- Army of Occupation
- Armed Forces Reserve Medal
- Combat Infantryman Badge
- Marksman Badge with Rifle Bar
- Expert Badge with Bayonet Bar
- French Fourragere
- French Legion of Honor, Grade of Chevalier
- French Croix de Guerre
- French Croix de Guerre with Palm
- Medal of Liberated France
- Belgian Croix de Guerre 1940 Palm
Generational Customers
- Probably not like you.
Considerations:

• Which generations are your customers?

• Which generations do you want as your customers?

• Does what you’re saying about what you can do for them or how you do what you do appeal to them?
Things to consider:

Might you have to position your “Value” a bit differently to appeal to your target market?

Consumer Product Case Studies:

Cadillac
Levi’s
Considerations:

What is your Value Proposition?

• Unless you’re careful, you might be marketing to yourself...
To understand the backgrounds...

Theory:
- The oldest, wealthiest, most visible members of a generation define the behavior and attitude for those that follow.
Matures (prior to 1946)

- Dedication, sacrifice.
- Experience will always be the best teacher.
- Conformity, blending, unity – “We First”. Team
- Hard, hard times then prosperity – still value moderation.
- Deference
Matures (prior to 1946)

To sell to Matures:

- Show that you value what they’ve learned through their experiences.
- Ask for the “rules of engagement.”
  - Ex: *How can I best provide you the service you need?*
- Testimonials from the institutions carry credibility (government, companies, people).
Matures (prior to 1946)

To sell to the Matures:

- Quality is important – they’ll measure it through their own experiences. Remember, your measure of quality and theirs may be different.
- NEVER mention a product is good for their age group.
- Standard and prepackaged is good.
Baby Boomers (’46 to ’64)

- “Workaholic”
- Competitive
- Strong team players
- Success is visible – trophies, plaques, lifestyle elements
- Optimistic
- Consumers
- Defined by their job.
- Some will want to work long after they have to.
- The first “me” generation.
- *We are the world; We are the children*
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<th>Year</th>
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Baby Boomers ('46 to '64)

To sell to Boomers:

• Your services or working directly with you should feature and emphasize some **time saving elements**.

• Your product or service allows them to gain **control of their surroundings**.

* **BUT be very careful** of technology as the solution.
Baby Boomers (’46 to ’64)

To sell to Boomers:

• Help them feel victorious.
• Provide opportunities for more positive experiences. (“I’m confident you’ll enjoy working with us.”)
• Become a member of their team. Not exclusively internal – can include vendors.
  • Ex: “I want to be a part of your team.”
• Celebrate move from vocation to avocation.
Baby Boomers (’46 to ’64)

To sell to the Boomers:

• Customize for the individual.
• Where applicable, their children’s input can be very important.
• Two overriding themes: Forever young. Rebellious. (Example – Cadillac, Levi’s, Harley Davidson.)
Generation X ('65 to '79)

- As youth were taught to question authorities.
- Have no shared heroes.
- Raised as their parent’s friends.
- Want to know what “the real truth” is. A bit cynical, skeptical…
- Shorter time horizons.
- Carpe diem – *Seize the day!*
- “Prove it to me” attitude, but…
- The most loyal of all the generations.
Generation X (‘65 to ‘79)

To sell to Gen X:

- List all the available products, services, options, etc. Everything.
- Short term solutions are important. –  *Carpe Diem*.
- But – must have back up plans… B, C, and D.
- May want involvement in the sales process.
- Will use technology to double check what you’re telling them.
Generation X (’65 to ’79)

To sell to Gen X:
• Skeptical of too much advertising and/or marketing.
  ➤ Sell the steak, they’ll see right through the sizzle.
• Peer to peer testimonials are golden.
• Be prepared to answer “Why?” a lot. This is not an attack on your credibility.
To sell to Gen X:

• You’ll have to prove you are an authority. It is not granted. “What have you done lately?”
• Appear to enjoy your work.
• No hard sales.
Client Relationships

• **Boomers & Matures:** “Show that you’re interested in me. Ask me questions. Let’s get to know one another and then we’ll enjoy doing business together.”
  • *Value of Relationships*

• **Gen X and the Millennials:** “First prove that you know what you’re doing. I want a quick, thorough, and efficient transaction. After you’ve proven this to me we might get to know one another.”
  • *Value of their Time*
Millennial (Since 1980)

- Optimistic.
- Programmed. Well cared for.
- Individuals yet group oriented. (Team?)
- Instant gratification.
- Busy & stressed.
- Like “X”, raised as their parent’s friends.
- Are not adults but are not adolescents, either.
- Future is very short term.
- Huge goals. Clueless on the execution.
Millennials (Since 1980)

Strong sense of individuality
ROCK STARS WANTED
SANDWICH MAKERS / DELIVERY DRIVERS
APPLY INSIDE
Royal Canadian Mounted Police
A career nowhere near ordinary

A CAREER NOWHERE NEAR ORDINARY

Introduction  Regular Members  Civilian Members  Public Service

Common myths
RECRUITING MYTHS AND FACTS >
Over the years, folklore about the constable...
Arm Me With a Future

New Zealand's Army

Training that lasts for life
I’ve worked hard at university, now I’m looking ahead. I’ve got goals... 1 year, 3 years, 5 years. How will I achieve them?

This is my project.

It’s all about my future, my goals, my career. Making sure I make the right decisions.
To Sell the Millennials

- **Product must have an immediate application to them.**
- Must be **unique** to them.
- Want what their friends have and what their friends are doing with a unique twist.
Millennial (Since 1980)

To sell to the Millennials:
• “Sensitive to my needs.”
• Individual relevance – “Why is this important to me?”
To sell to the Millennials:

- Peer to peer – very important. More important than it is for Gen X.
- Admire them as individuals. Show interest. (I’m really impressed by what you’re doing at such a young age…)

Millennial (Since 1980)