

Guest,

Welcome to:

**Millennial Marketing: If Sales is a Dirty word, lets get them to Buy**

Presented by  
Lighthouse Consulting Services, LLC



[patrick@connexiagroup.com](mailto:patrick@connexiagroup.com)  
[www.connexiagroup.com](http://www.connexiagroup.com)

**Featured Guest:**

Patrick McClure  
President & CEO,  
Connexia Group  
949-858-0755



**Host:**

Dana Borowka, MA  
CEO, Lighthouse  
Consulting Services, LLC

**Author of Cracking The Personality  
Code**

(310) 453-6556, ext. 403

[dana@lighthouseconsulting.com](mailto:dana@lighthouseconsulting.com)



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## Today's Sales Challenges

- Information Overload
- Massive Competition
- Selling Across Generations
- Lack of Branding & Unique Value
- Difficulty getting Appointments
- Preserving your Existing Accounts
- Planning for Expansion

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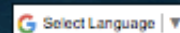
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### 3 Generations

	Baby Boomers	Gen X	Millennials
Characterized by	Driven to Succeed, works hard for goals	Don't Trust the System, loyal to self, work-life balance	Young, impatient, casual, flippant and "plugged in"
Year born	1946-1964	1965-1981	1982-2000+
Age	52-70	35-51	34 and younger
Name	Idealist Generation	Reactive Generation	Civic Generation
Key Traits	Wealthiest Generation Overworked, 1 <sup>st</sup> gen to admit women	Layoffs & Pink slips, tolerance, Computer Generation, Open	Digital Natives, always connected, technology experts, global, causes
Loyalty	Loyal to the company	Loyal to their skillset	Loyal to causes, global
Screen of Choice	Television	Computer	Cell Phone
Career Goal	Driven to succeed, material goods	Work Life Balance	Blends life with work, committed to causes

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### The Next Cohort - 'Gen Z' 'iGeneration'

	Millennials	"Gen Z"
Characterized by	Young, impatient, casual, flippant and plugged in	More independent, entrepreneurial, individual outlook
Year Born	1982-2000	2000 ? - now
Age	18-34	8-18
Name	Civic Generation	"Homeland Generation"
Key Traits	Digital Native, always connected tech experts global outlook	Less Focused, grew up with massive technology, constant change. Early starters, more individual, fully global.
Loyalty	Loyal to causes, global	Individuality
Screen of Choice	Cell phone	Digital device addicts
Career Goal	Blends life with work, committed to causes	Seeking uniqueness, independent work environment



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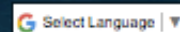
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## Millennial Buyer's Profile

- Never knew a world without the Internet
- College Educated (34% BA degree or higher)
- **They're tired of the Millennial Label !**
- Loves pictures, video, music, movies, games
- Depends on social media interaction & texting
- Challenged by F2F or phone
- Student debt, may live at home
- Marries later, prefers Uber to driving
- Highest work turnover in history



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## Technology & Culture

- **CULTURE**
  - Lived through 9/11 terrorist attack
  - Columbine, global unrest, Iran/Iraq
  - Cultural Unrest
  - Ideas shaped by Media, Hollywood, Professors
- **TECHNOLOGY**
  - Facebook, LinkedIn, Snapchat, YouTube, Twitter
  - Google, Amazon, iPhone
  - Sharable photos, video, music
  - Always connected, instant access to information

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## Millennials and 'Gen Z' are Unique

- 2/3 concerned with the state of the world and feel obligated to change it
- 'Want to make an Impact'
- Socially responsible investing
- Technology/Online Platforms are critically important to them (mobile-enabled)
- Risk adverse: less than 30% are invested in stock market
- They consult peers & social media before making decisions

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## Millennials in the Workplace: why do they act that way\*

1. **'Failed' Parenting**  
*coddled, 'special'*
2. **Technology**  
*cell phone addiction*
3. **Impatience**  
*instant gratification culture*
4. **Environment**  
*corporations not helping*

\*Simon Sinek YouTube 'Millennials in the Workplace'

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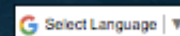
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## Product Messages that Appeal

- Committed to a Cause
  - Benefits the Environment
  - Universal Education & Medical
  - Peace & Tolerance
- Technically Challenging
  - It's a game (e.g. Pokémon Go)
  - Everyone is doing it/has one
  - Unique
- Endorsed by the Tribe
  - Popular, Viral, Trendy



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## Marketing is Critical

- Build a Strong Brand
- Deliver a Unique Value
- Multiple & Simultaneous Campaigns
- Short bursts (think Twitter)
- Visually intense messaging
- Connect to their interests & causes
- Transparency, earn their loyalty



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## Sales 'Triggers'

- What catches their attention? Your product or service must be:
  - Interesting
  - Innovative
  - Visible on the Internet
  - Easy to Order
  - Solves a Problem
  - Trendy or Popular

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## How to gain their trust

- Don't try to sell, attract with value
- Keep it very simple
- Everything you say will be fact checked with external sources
- They don't trust you, they have a negative perception of salespeople
- Stress customized, tailored solutions to meet their needs
- They expect you to earn their loyalty

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## The Sales Ladder - Precision Selling 2.0



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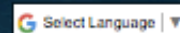
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### Precision Selling 2.0 Key Strategies to Implement

1. Create a Simple & Compelling Brand
2. Revamp your on-line presence: They will Find You Online
3. Change your messaging to appeal to their Generation
4. Align with their Values
5. Try out a strategy of 'Free' with upsell
6. User references & testimonials from their generation
7. Align with their Causes
8. Hire a Millennial

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