Guest,

Welcome to:

Millennial Marketing: If Sales is a Dirty word, let's get them to Buy

Presented by
Lighthouse Consulting Services, LLC

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Host:
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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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3 Generations

<table>
<thead>
<tr>
<th>Characterized by</th>
<th>Baby Boomers</th>
<th>Gen X</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driven to succeed, works hard for goals</td>
<td>Don't trust the system, loyal to self, work-life balance</td>
<td>Young, impatient, creative, risk-taking</td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td>52-70</td>
<td>35-51</td>
<td>34 and younger</td>
</tr>
<tr>
<td>Name</td>
<td>Idealist Generation</td>
<td>Reactive Generation</td>
<td>Civic Generation</td>
</tr>
<tr>
<td>Key Traits</td>
<td>Wealthiest Generation, worked hard, peer pressure</td>
<td>Laptop, pink slips, tolerance, Computer Generation, Open</td>
<td>Digital Native, always connected, technology experts, global</td>
</tr>
<tr>
<td>Loyalty</td>
<td>Loyal to the company</td>
<td>Loyal to their skillset</td>
<td>Loyal to causes, global</td>
</tr>
<tr>
<td>Screen of Choice</td>
<td>Television</td>
<td>Computer</td>
<td>Cell Phone</td>
</tr>
<tr>
<td>Career Goal</td>
<td>Driven to succeed, material goods</td>
<td>Work Life Balance</td>
<td>Bends life with work, committed to causes</td>
</tr>
</tbody>
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In-Depth Work Style Personality Testing

In-Depth Work Style Personality Assessments
Why In-Depth Is Best
Work Style Personality Testing
Work Style Assessments
Pre-Employment Testing

Talent Development

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Global Strategic Planning – Top Considerations

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The Next Cohort: "Gen Z" Generation

| Characterized by | Millennials | Gen Z
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<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Young, impatient, casual, flippant and plugged in</td>
<td>More independent, entrepreneurial, individual outlook</td>
<td></td>
</tr>
<tr>
<td>Year Born</td>
<td>1982-2000</td>
<td>2000 - now</td>
</tr>
<tr>
<td>Age</td>
<td>18-34</td>
<td>18-38</td>
</tr>
<tr>
<td>Name</td>
<td>Civic Generation</td>
<td>&quot;Homeland Generation&quot;</td>
</tr>
<tr>
<td>Key Traits</td>
<td>Digital Native, always connected tech experts global outlook</td>
<td>Less focused, grew up with massive technology, constant change. Early starters, more individual, fully global.</td>
</tr>
<tr>
<td>Loyalty</td>
<td>Loyal to causes, global</td>
<td>Individuality</td>
</tr>
<tr>
<td>Screen of Choice</td>
<td>Cell phone</td>
<td>Digital device addicts</td>
</tr>
<tr>
<td>Career Goal</td>
<td>Blends life with work, committed to causes</td>
<td>Seeking uniqueness, independent work environment</td>
</tr>
</tbody>
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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
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
- Shareable 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
**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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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
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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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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