Guest,

Welcome to:

The Millennial Challenge – Why they won't buy what you’re selling

Presented by
Lighthouse Consulting Services, LLC

Featured Guest:
Patrick McClure
President & CEO,
Connexia Group
949-858-0755
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Host:
Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of Cracking The Personality Code
(310) 453-6556, ext. 403
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Today's Sales Challenges

- Information Overload
- Untrained Salespeople
- Selling Across Generations
- Difficulty getting Appointments
- Lack of Branding & Unique Value

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3 Generations

<table>
<thead>
<tr>
<th>Characteristic</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, casual, fickle, and “plugged in”</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, 1st gen to admit women</td>
<td>Layoffs &amp; Pink slips, tolerance, Computer Generation, Open</td>
<td>Digital Natives, always connected, technology experts, global, causes</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>Blends life with work, committed to causes</td>
</tr>
</tbody>
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In-Depth Work Style
Personality Testing

Performance Management
Consulting

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Select Language |
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
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
Millennial Buyer's Profile

- Never knew a world without the Internet
- College Educated (34% BA degree or higher)
- 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, i-Phone
  - Sharable photos, video, music
  - Always connected, instant access to information
Marketing is Critical

- Build a Strong Brand
- Deliver a Unique Value
- Multiple & Simultaneous Campaigns
- Short bursts (think Twitter)
- Visually intense messaging

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**Precision Selling: 2.0 - Key Concepts**

- Strong, Simple, Compelling Brand
- They will Find You Online
- Get on their 'Top 3' short list
- Multi-Level Cross Generation Selling
- Align with their Values
- Try out a strategy of 'Free' with upsell
- References & Testimonials
- Stop Selling so hard, Let them Buy
Thank you for attending
The Millennial Challenge – Why they won’t buy what you’re selling

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Using Social Media For Recruiting: 5 Key Points

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