

## OPEN LINE PRESENTATION

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**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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### Today's Sales Challenges

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

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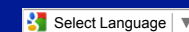
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### 3 Generations

	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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### 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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### 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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### 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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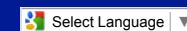
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### Technology & Culture

- 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 <sup>6</sup>



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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

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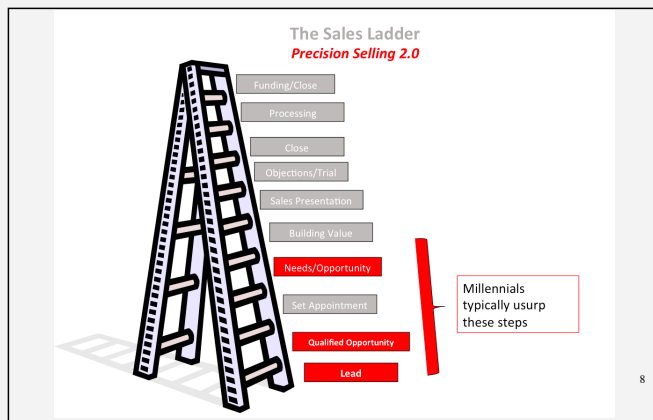
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### Precision Selling: 2.0 - Key Concepts

- 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

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