

Sales Skills for Generations

Sales consultants and teams form the foundation of any business. The only way your organisation will move from strength to strength is by empowering the very people who grow it.

“Generationally-determined lifestyles and social values exercise as much influence on buying and purchasing as the more commonly understood demographic factors such as income education race and gender do – maybe even more”

- From Rocking the Ages by J. Walker Smith, Ph.D, and Ann Clurman, (NY: HarperBusiness, 1996).

In order to effectively convince a customer to buy your product or service, you must understand *your customer*. Your approach to each one of your customers needs to be altered to fit in with who they are.

By examining sales skills through the perspectives of the different generations, we are able to look at the attitudes of the different generations to your products, what kind of benefits the different generations are looking for and know what kind of selling techniques will be successful in each generational context.

Understanding these generational differences is critical to those who are willing to adapt their personal styles to meet their customers' needs. The key is knowing how to adapt your particular sales message so that it sells successfully to all generations.

This focus unit looks at the sales preferences unique to each generation:

- **what their view on selling is**
- **what selling techniques will work and why**
- **what they find offensive**
- **what their priorities are**
- **generations views on good service**
- **how the different generations communicate**
- **how they receive and internalise information**
- **listening skills**
- **persuasive language**
- **effective communication tools**



Time spent with your Sales team thinking about how best to understand your client will lead you to offer sales solutions that fit the unique challenges and preferences of each generation.

Number of delegates: Minimum 10, Maximum 40