

Activity 21-A
Selling To The Five Different Age Segmentations In
Society Today With Tailored Approaches:
 Motivating The Centurion, Baby-Boomer,
 Generation X-Y, Millennial and Generation Z.

Pair off in teams reflective of each generational segmentation, discuss how you feel each person would act, react or respond given each category and how that would influence your selling style. Then share your thoughts and impressions with your sales professionals/colleagues – notice how each generational segmentation make-up of your colleagues (in their respective teams) interpret each category for each segmentation.

	Centurion	Baby-Boomer	Gen. X-Y	Millennial	Gen Z
Loyalty	_____				
Dedication	_____				
Patience	_____				
Attention	_____				
Interest	_____				
Formality	_____				
Risk Levels	_____				
Finance	_____				
Technology	_____				
Time	_____				
Emotions	_____				
Other:	_____				

*\$39.95 Brown Book Publishers); To see other exciting resources, go to www.JeffreyMagee.com and check out the on-line **Sales Mastery programs** in the **Acceleration Vault!***

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