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:					
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