



keynote  
speakers



# THE MULTIGENERATIONAL SALES TEAM

**MILLENNIALS**  
BORN 1980-2000



Generational mash-up impacts every member of a modern day sales team, irrespective of age or title. *The Multigenerational Sales Team* keynote tackles the challenges of connecting with peers, colleagues, and clients spanning the generational divide. This unique session focuses 100% on managing through the generational differences in sales, sales leadership, and the development of top talent.

**GEN X**  
BORN 1965-1979



From formality of tone to the mode in which you deliver content, generational diversity has an immense impact on the current selling environment. While exploring the composition of your organization's workforce, we highlight the power and importance of this diversity through entertaining activities that inspire your sales team to leverage awareness as a competitive advantage.

## Each Session Addresses:

- What is generational diversity?
- What do I need to know?
- How have generational differences impacted the sales process?
- How must I adjust to account for generational differences?
- How do I optimize my understanding to build credibility and trust?

**BABY BOOMERS**  
BORN 1945-1964



## GIVEAWAYS INCLUDE:

Copy of *The Multigenerational Sales Team* and corresponding Generational Reference Pocket Guide



## WARREN SHIVER

Warren is the founder and managing partner of Symmetrics Group, which is dedicated to driving revenue improvements by transforming sales organizations. He is the co-author of *7 Steps to Sales Force Transformation* and has more than 20 years of sales, management, and consulting experience for firms such as Accenture and OnTarget.

Warren has extensive speaking experience, leading both small and large audiences alike, in the sales and sales management arenas.

### Representative Engagements Include:

- Strategic Account Management Association – multiple breakout sessions on building customer-specific value propositions, as well as a joint session on CRM adoption
- UGA Terry School – the Terry Third Thursday on *7 Steps to Sales Force Transformation*
- Sales Management Association – breakout presentation on Thinking Preferences®
- Georgia State University’s Robinson School of Business Sales Executive Roundtable: Generational Selling and *7 Steps to Sales Force Transformation* (two separate speeches)
- Dozens of sales kickoff meetings for clients on various topics
- Countless sessions training thousands of sellers and sales leaders on sales processes, methodologies, and skills

### LEARN MORE ABOUT WARREN



#### IN ACTION

Growing Revenues:  
The Challenges  
of Transforming Sales

*7 Steps to Sales  
Force Transformation*



#### ONLINE

Leveraging Win Planning to  
Improve Your Win Rates

Building Your Case for Change  
Drivers of a Transformation



#### IN PRINT

*The Multigenerational  
Sales Team*

*7 Steps to Sales  
Force Transformation*



## DAVID SZEN

David has more than 25 years of sales, sales management, sales-effectiveness consulting, workshop design, and training experience working for firms such as Cox Target Media and Valpak. As a principal with Symmetrics Group, he trains and coaches sales teams and leaders, and helps to lead overall sales transformations.

David is a professional speaker with Keppler Speakers presenting on topics, such as “Selling to Humans? Learn How They Think” and “Maximizing the Selling Moments.” He is adept at presenting to audiences of all sizes, and his targeted and informative presentations have earned him a reputation as an in-demand business strategy speaker and an expert in instructing sales teams. In 2007, "Selling Power" magazine named David Szen the Sales Education Leader of the Year.

### Representative Engagements Include:

- Constellation Energy – The Multigenerational Customer (400 + people)
- T. Rowe Price – Understanding Thinking Preferences® (300 people)
- FASTSIGNS International – The Multigenerational Customer, Presenting to a Changed Buyer – (400 people)
- Schrodgers – Leadership & Coaching for Sales Excellence - Global deployment
- Sunbelt Rentals – Lead, Coach, Win – US deployment (500 leaders)
- HireRight – Understanding Thinking Preferences® (300 people)

### LEARN MORE ABOUT DAVID



#### IN ACTION

Developing a Sales Pitch  
for Informed Customers

Selling to Humans?  
Learn How They Think

Maximizing the  
Selling Moments



#### ONLINE

Top Performer DNA -  
Knowing Your Sales Math

5 Must-Haves to Nail Your  
Sales Kick-Off Meeting

Sales Coaching Collision –  
Old School Meets New School

The Millennial Sales Pursuit –  
You Spin Me Right ‘Round



#### IN PRINT

*The Multigenerational Sales Team*

## ERICA ABT



Erica is an experienced sales and account management professional who grows her client relationships through high-touch service and prescriptive selling techniques. As a consultant with Symmetrics Group, she plays an integral role in driving end-to-end client projects, as well as contributing to internal company initiatives.

### LEARN MORE ABOUT ERICA



#### ONLINE

[Why Leaders Are Failing At Managing Their Generationally Diverse Sales Teams](#)  
[The Highs and Lows of Sales: Part I, Part II, & Part III](#)

## KELSEY PEUSCH



Kelsey specializes in aligning strategic objectives with tactical solutions in order to transform how organizations approach today's dynamic selling environment. As a consultant with Symmetrics Group, she lends her expertise across client engagements and company-driven initiatives to ensure success.

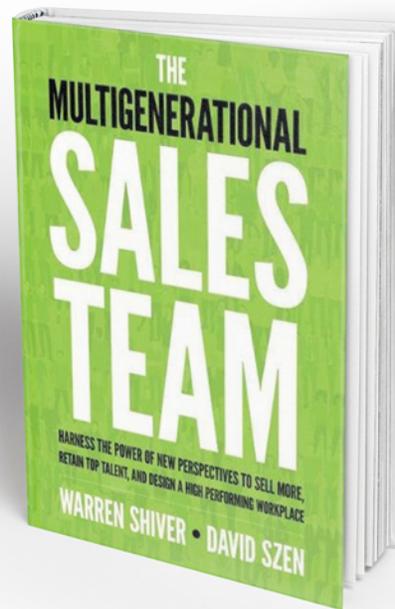
### LEARN MORE ABOUT KELSEY



#### ONLINE

[Your Buyer's Age - It's More Than Just A Number: Part I & Part II](#)  
[The Holiday Season: A Selling Obstacle or Advantage?](#)

## about the book



Published in 2017 by Symmetrics Group, *The Multigenerational Sales Team* focuses on the increasing need for sales organizations to more effectively leverage talent across generations who think, sell, and buy in vastly different ways from one another. Readers will learn how to overcome these obstacles by adjusting internal practices, like the recruitment, development, and management of sellers, along with ways of improving client-facing activities during the sales process. Sales professionals and sales teams who begin this transformation will be able to leverage each generation's unique strengths to drive improvements in both individual and organizational performance.



“Having led diverse sales teams, I have seen firsthand how rapid changes in demographics, culture, and technology affect sales. This book is a vital guide and a must-read for both sales leaders and sales professionals needing to succeed in a multigenerational workforce.”

—**Paul Duval, Vice President, National Sales, LG Home Appliance Division**

“The one critical thing all top sales leaders maintain is a high-performance selling culture within their teams or sales organizations. Today this is more challenging than ever, given the vast diversity of generations working on sales teams all with an array of personalities and skills. Harmonizing a multigenerational sales force is imperative for sustainable sales and revenue growth, and this book will help both raise your awareness and execution in this critical area.”

—**Ryan Blackwell, Operating Executive COAC; Cerberus Capital Management**



learn  
more

## CONTACT US

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