

Harness the Power of New Perspectives

Workshop Overview

**THE MULTIGENERATIONAL
SALES TEAM**

Workshop Overview

This interactive 1-day workshop leverages qualitative and quantitative insights acquired during interviews and via survey results of sales managers and sellers across multiple industries.

AGENDA

- Defining the Topic and its Importance
- Understanding the Impact
- Becoming Generationally Aware
- Minimizing Snap Judgements
- Executing Generational Flexibility
- A Game for the Generations
- Action Planning
- Wrap Up

OBJECTIVES

1. Highlight the positive impact generational diversity can provide at both an individual and organizational level
2. Illustrate the negative implications when engaging internally with colleagues (career risk) or externally with clients (sales friction)
3. Gain awareness and understanding of generational differences
4. Link defining generational events to specific work preferences
5. Identify “generationally flexible” as another tool in the tool box
6. Learn how to build rapport, credibility and trust with buyers from different generations by minimizing generational flare-ups

Goal: Educate individuals on how to become more aware, observant, and able to make real-time generational adjustments when it matters most.

Education & Engaging Activities

Important information made relevant and motivating

1

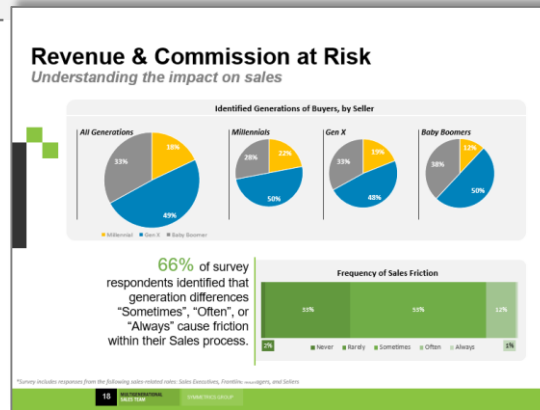
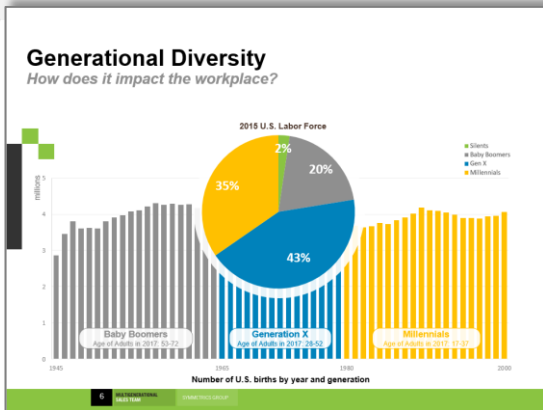
We leverage current industry data...

2

We contextualize the impact within today's selling environment...

3

We highlight the personal impact...



...on sales and your ability to sell

Individual Activity: The Impact of Generational Diversity in the Field

- Think about those you engage with in the field (prospects and current accounts)
- Identify the generational composition of your clients (decision makers and influencers)
- Create a pie chart in the circle below
- Answer the following questions
- Prepare to share

The Composition of your Clients (By Generation)

Question & Answer

- Has a generational conflict, either spoken or unspoken, resulted in a negative experience between you and a client? Yes No
- Does title or level of influence ever seem to correlate to one generation over another? Yes No
- Is there reason to believe that the generational composition of buyers might be different based on industry? Yes No

Identified causes of generation-based friction in the sales cycle:

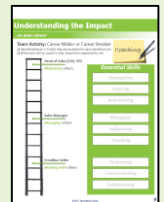
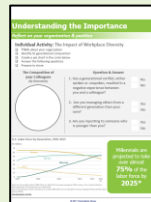
- Communication
- Level of Trust
- Management of Time and Level of Feedback
- Confidence
- Generational Differences
- Difficulty Building a Strong Relationship
- Style and Communication Preferences
- Level of Interest
- Ability to Develop Rapport or Dealship
- Other

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[Actual Slideware Samples]

4

Games and activities meant to reinforce education and increase engagement



[Actual Learning Journal Sample]

Generational Flexibility

A simple framework for taking action and minimizing generational missteps



- ✓ Business/Buyer Research
- ✓ Establishing your Buyers Persona
- ✓ Building Rapport
- ✓ Conducting Discovery
- ✓ Piquing Curiosity
- ✓ Needs Analysis
- ✓ Understanding Buyer Motivations
- ✓ Navigating Stakeholder Engagement
- ✓ Building Trusted Relationships

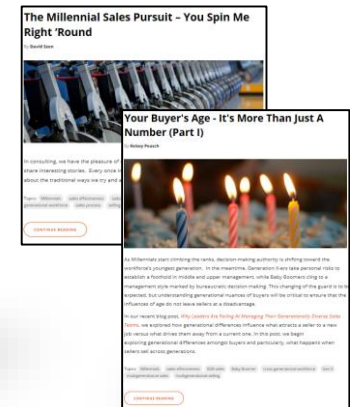
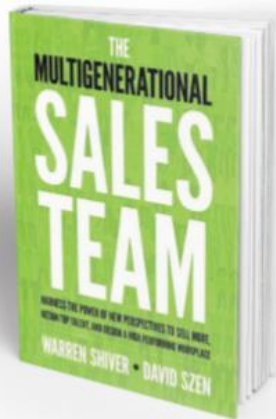


Generational awareness is a lens through which you can see and better understand buyer behaviors

Supporting Materials

Participants will receive...

- A copy of our new book, ***The Multigenerational Sales Team***
- A **Pocket Guide** Bookmark for referencing generational differences
- A customized and uniquely relevant **Learning Journal**
- Access to the Symmetrics Group Blog on all things multigenerational



Symmetrics Group

Interested in learning more about how generational differences can impact your business on a variety of different levels?

Contact Us Today!

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