

A BOOMER'S GUIDE TO MILLENNIALS

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Millennials Defined ...

Millennials

1982 - 2004

Generation X

1965 - 1984


Baby Boomers

1946 - 1964

Silent Generation

1930 - 1945

Millennials Are ...

- Between 12 and 34 years old
 - The largest generation (80 million)
 - Approaching 75% of the workforce
 - Spending \$1.7 trillion annually
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Selling to Millennials

IBM Study on B2B Buying Behavior

- **Research**
 - **Vendor Engagement (during sales cycle)**
 - **Decision Making**
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Selling to Millennials

IBM Study on B2B Buying Behavior

- **Research**
 - Direct interaction with vendors
 - No sales pitch – authentic & personalized
 - Seeking relevant experiences
 - Assessing vendors' willingness to collaborate


Selling to Millennials

IBM Study on B2B Buying Behavior

- **Engaging During Sales Cycle**
 - Less face-to-face interaction desired
 - Interactions quick, easy & virtual
 - Personal touch

Selling to Millennials

IBM Study on B2B Buying Behavior

- **Decision Making**
 - Informed by data analysis
 - Recommendations (external)
 - Consensus-driven
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Selling to Millennials

Top 3 Vendor Attributes

#1 Ease of doing business

#2 Willingness to work collaboratively

#3 Industry & Marketplace Expertise

Selling to Millennials

Top 3 Decision Drivers

#1 Internal data analysis

#2 Friends & Family

#3 Personal experiences/impressions

Millennials are far more likely to share positive brand experiences with others.

So make it ridiculously easy for them!

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Millennial Perception Gap

See
Themselves

Seen by HR
Professionals

People Savvy	65%	14%
Tech Savvy	35%	86%
Company Loyal	82%	1%
Fun Loving	14%	39%
Hard Working	86%	11%

Source: Beyond.com

Thank you!

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Table Discussion

1. In your experience, what are the biggest differences in B2B buying behavior between Millennials and older generations?
2. What steps are you taking (or plan to take) to make your company easier to do business with?
3. What are the most compelling ways your firm demonstrates its willingness to collaborate?

Table Discussion (Con't)

4. List your table's most widely-held stereotypes (both positive and negative) of Millennials. Which of them (if any) influence your sales strategy?
5. How are you making data about your offers available to prospects and clients? How mobile-friendly are you?
6. What techniques are you using to empower clients to tout your brand and share great experiences with others?