



Generational Selling & Personality Types

Good morning Team ASM!

How long have you been in sales?

- a) 1 year?
- b) 5 years?
- c) 10 years?
- d) 20 years?
- e) 30 years or even more...?

Which generation are you?

- | | |
|---|---------------------|
| a) The Greatest Generation | 1910 – 1924 |
| b) The Silent Generation | 1925 – 1945 |
| c) Baby Boomers | 1946 – 1964 |
| d) Generation X (Gen X) | 1965 – 1979 |
| e) Xennials | 1975 – 1985 |
| f) Millennials / GenY / Gen Next | 1980 – 1994 |
| g) iGen / GenZ | 1995 – 2012 |
| h) Gen Alpha | 2010s – 2025 |

Which personality type are you? (A – B – C – D)

- | | |
|-------------|--|
| a) Type "A" | (competitor, high-achiever, push through insecurity) |
| b) Type "B" | (relaxed, achiever yet less competitive, procrastination) |
| c) Type "C" | (high-detail, technical, lost in work, "why?", "How?", suppress own desires) |
| d) Type "D" | (distressed, pessimistic, suppress emotions, fear of rejection but likes people) |

NOTE: Understand Extroversion and Introversion (See Myers – Briggs)

Have you ever heard the term "Generational Selling"?

In a nutshell; generational selling refers to the practice of applying learned tactics, methods and strategies of selling across various generations (ages) where your engagement and communication styles will vary in your efforts to make that sale.

Boomers = Face-to-face or phone calls / Handshakes seal the deal

Gen Xers = Emailing / Confirmation with some security

Millennials = Social Media / Prove it! I don't trust you, but I trust social (herd) proof



SALES RULE – There is no “one size fits all” approach to selling what you sell when it comes to communicating among the 5 main generations in the marketplace. (Be careful - You tend to communicate in the way you prefer to be communicated regarding buying.)

Okay – are we getting the picture? Let’s make this even harder for all of you in “sales”!

Can you communicate with and sell to:

- 1) A “High A/C” Boomer the same way you would to a “High B/D” Millennial?
- 2) A “High B/C” GenX’er the same way you would sell to a “High A/D GenX’er?”

Let’s take this one step further...

Are you in B2B sales? Are you kicking down doors and shaking the bushes on a typical day?
Are you in the bunker in your “brick and mortar” environment on a typical day?

Sizing up your environment when you walk in the door...

How does the staff interact?
What’s on the walls in the decision maker’s office?
What’s on their desk?
Clothes with crease or no crease?
Handshake style and eye-contact?

Summary

Assumption – Imagine you are in B2B sales (you may be!) and have 10,15 or 20 “good calls” you need to make each day? Before you even walk in the door you have your product knowledge and company training on selling “features and benefits”. Your sales cycle makes repeat visits with “consultative selling” vs “close in one visit”. Highly effective salespeople evaluate their environment gathering clues within minutes that help them before they even meet the decision maker. Upon meeting the decision maker; the salesperson then adds to their environmental evaluation their personal assessment of their prospect’s / client’s generation and personality type to help guide them through their rapport-building and relationship-building process. OR – you can just “wing it”!

Upcoming topics...

- There’s Math in Selling – Better Know Your Addition and Subtraction
- Why GREAT Customer Service is useless and boring and a BIG FAT LIE
- The “Loyalty Ladder”