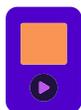


## Catering to different generations

### Generational approach

Don't just reach out — connect. Develop personal relationships by knowing your audience and their communication preferences.



<b>Millennials</b> Born 1980–2000	<b>Gen Xers</b> Born 1965–1979	<b>Baby Boomers</b> Born 1946–1964
<p><b>Are always connected</b></p> <ul style="list-style-type: none"> <li>Phones and Internet are their primary source for information. They're tech savvy and prefer to be on their device for most communications.</li> </ul>	<p><b>Do their homework</b></p> <ul style="list-style-type: none"> <li>They will research and base their decisions on facts, data and reviews. Support your claims with statistics and information that come from trusted sources.</li> </ul>	<p><b>Value relationships</b></p> <ul style="list-style-type: none"> <li>They do business with people, not corporations and brands. That's why you should create face-to-face opportunities and take the time to get to know them on a personal level.</li> </ul>
<p><b>Expect quick answers</b></p> <ul style="list-style-type: none"> <li>Their reliance on digital solutions has fed their desire for instant gratification. So have your calculators, checklists and quoting tools handy.</li> </ul>	<p><b>Like being in control</b></p> <ul style="list-style-type: none"> <li>They will take your advice, but they will make their own decisions. Offer a variety of solutions and provide guidance, but let them come to their own conclusions.</li> </ul>	<p><b>Are buttoned up</b></p> <ul style="list-style-type: none"> <li>They don't do "casual Friday." So be professional, be courteous and point out credentials, successes, and accolades whenever possible.</li> </ul>
<p><b>Go with the flow</b></p> <ul style="list-style-type: none"> <li>They identify as independent and unique, yet they gravitate to groups and herd mentality. So include groups in your prospecting but demonstrate individualized scenarios through tools like Life with Confidence.</li> </ul>	<p><b>Are extremely skeptical</b></p> <ul style="list-style-type: none"> <li>They evaluate viability and they make practical decisions. Focus on results. Be brief, be brilliant and be done because they're all about results.</li> </ul>	<p><b>Focus on the big picture</b></p> <ul style="list-style-type: none"> <li>They are more interested in long-term plans than short-term solutions. Start with listening and then tailor options for their specific needs and situations.</li> </ul>
<p><b>Don't like surprises</b></p> <ul style="list-style-type: none"> <li>Transparency is key. If you aren't authentic, they will doubt your sincerity. So be honest and be yourself if you want to win them over.</li> </ul>	<p><b>Have digital chops</b></p> <ul style="list-style-type: none"> <li>They know their way around the web and make purchases online. So don't hesitate to send them online tools and interactive test drives.</li> </ul>	<p><b>Work in groups</b></p> <ul style="list-style-type: none"> <li>They like being part of a team. Focus on common goals and how your recommendations bring value to things they're already doing with friends and family.</li> </ul>

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AGLC111049 REV1223

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