

DO YOU NEED TO BE A MILLENNIAL TO SELL TO THEM?



Jason Dorsey explains exactly how any generation can successfully sell to Millennials

Let's separate myth from truth! And the truth is **Millennials will buy from any generation**. Whether you're a Baby Boomer, Gen X, Millennial or even Gen Z, it doesn't matter. Millennials will buy from you.

But, what we've uncovered in our national and international research is that to get Millennials to buy from you, you must adapt to how they want to communicate, build trust, shop, and buy.

Don't worry, you don't need to change your entire sales process. It can be very simple. For example, sending a text message instead of making a phone call, or meeting them at a coffee shop instead of expecting them to come to your office.

There are many ways to get there, but the key thing is this: **The way you sell and market a message across generations is to recognize your own generational preferences and then adapt to the preferences of those you're trying to sell, market, or influence.**

This creates a huge opportunity for whoever adapts to win this generation.

In sales and marketing, there is no incentive for a generation to adapt their preferences for communicating and buying just because that's the way you like to sell. **You must be the one who adapts to grow your business!** When you do, you are opening a whole new market for yourself.

When you adapt your sales strategy, you can build trust, your customers are happier, you drive referrals—and everyone gets more of what they want.