

"This is Not Your Father's Oldsmobile" Different Ages, Different Values, Different Words

A New Paradigm for Marketers

Description:

Remember the sale pitch, "This is not your Father's Oldsmobile?" The way we market our products and services must keep up with the needs of our customers. We are attempting to sell our product and/or service to several generations, using the same pitch to everyone. Most likely, those of who have tried, have not found a great deal of success.

From this workshop, participants will take away ideas and proven methods to help them understand how to connect with each generation. Will it be easy and painless? Absolutely not! Will it be worth the effort? Absolutely yes – if you want to be in business for the long haul, that is.



Features and Benefits:

- Learn how the different groups communicate, what their values are, and what they expect from marketing materials and from a sales representative. Consider these distinct generations when creating marketing plans – the Veterans, the Silents, the Boomers, the Gen Xers, Generation Y and the Millennials. They do not all think alike!
- Discover what appeals to each generation/age group. What will warm their hearts, and what will make them see red?
- Find out why some folks purchase products and services based on need; others based on want and/or instant gratification.
- Understand why your vision of how the consumer views your product may need a makeover, and why you may need a different pitch for each generation.

The session allows time for questions and answers, and participant involvement is encouraged. Participants will take away materials for future reference, a fun quiz to play with their co-workers and family, and a new perspective on marketing to this multigenerational world we live in. If presented in a 2 or 3 hour format, materials for a break out session are included.

The package contains:

- PowerPoint presentation with speaker's notes (on CD)
- "What Did You Learn?" PowerPoint game to close the session (on CD)
- Breakout session materials and rules (on CD, plus one printed copy)
- Facilitator Guide
 - Speaker's notes
 - Tips for facilitating a successful workshop
- Participant Materials (on CD, plus one printed copy)
 - Spreadsheet defining the generations and their characteristics
 - Discussion worksheets
 - Tip sheet for marketing to the generations
 - A generational trivia quiz to play with co-workers, family and friends
- One copy of Linda Thompson's book, *Every Generation Needs a New Revolution*

"Our participants were not an easy audience to satisfy, yet your *Generational Marketing – Different Ages, Different Values, Different Words* was a home run. Your humor, entertaining and educational style made the content easy to understand and learn... The purpose of our conference was to give these professionals some new answers... you helped us to deliver on that goal!

– Patrick Peters, Founder of the Annual Long Term Care Professionals Conference

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