

JASON  
RYAN  
DORSEY

# GEN Y IS READY TO BUY

How to Sell to Gen Y so  
We Love to Buy (and tell all our  
friends on Facebook®)

The Gen Y Guy®  
Leveraging Generations  
To Build Your Business



## A RESULTS-DRIVEN PROGRAM THAT:

- **Reveals** the little-known factors that shape Gen Y's buying decisions—from an insider's perspective
- **Transforms** costly generational disconnects into trust and powerful selling points
- **Delivers** specific, ready-to-use marketing and sales tactics that drive lead generation, brand awareness, and customer experience

## YOUR CUSTOM PRESENTATION

Gen Y has come of age and so has our spending power. This year we'll spend \$200 billion in the U.S. alone. The companies and individuals that attract and keep Gen Y customers—and our enormous social media following—will quickly profit and **create a powerful competitive barrier**.

In *Gen Y is Ready to Buy*, Jason—the thought leader on Gen Y—expertly reveals his generation's buying mindset and purchasing pathway™. He places special emphasis on the convergence of technology, expectations, and loyalty. You leave with ready-to-use sales solutions that attract and keep Gen Y customers in-person, in-store, via mobile device, and online.

## YOUR SALES AND MARKETING LEADERS LEAVE THIS PROGRAM ABLE TO:

- Understand how, when, and why Gen Y buys—and see the data to prove it
- Create a tactical advantage by integrating Gen Y's **purchasing pathway™** into your sales, marketing, and customer experience plans
- Implement best-practices that work in-person, in-store, online, and via mobile device

**Customized for You:** This presentation includes a confidential data review, in-depth pre-event conference call, multi-page handout, and ready-to-use strategies designed for immediate implementation.

Call or email our friendly office today to check Jason's speaking availability and request a customized speaking proposal:

Emily Boyd | VP of Business Development  
+1 512-259-6877 | [Emily@GenHQ.com](mailto:Emily@GenHQ.com)

FORTUNE



THE VIEW

20/20

60  
MINUTES

WALL STREET JOURNAL



## GEN Y IS READY TO BUY delivers results:

- Learn the top 3 factors that shape Gen Y's purchasing pathway™ and buying hot buttons
- Understand how to leverage Gen Y's communication style and priorities to create an unforgettable customer experience
- Leave with specific Gen Y sales, marketing, and customer experience solutions that quickly drive lead generation, satisfaction, and social media currency



GENERAL DYNAMICS



### COLDWELL BANKER

"Jason's entertaining message was of great value to all 1,200 of our sales associates in attendance—and that ranged from Gen Y to Traditionalists! They left with actions they could use right away for selling across generations."

JIM GILLESPIE, CHIEF EXECUTIVE OFFICER

### HYATT HOTELS AND RESORTS

"Jason's presentation was absolutely perfect for our sales and marketing leaders. Our group was very international and Jason was a hit with everyone! Several of the attendees told me he is the best presenter they have ever seen. Because Jason's message is so strong, I plan to have him present at additional meetings this year."

STEVE ENSELEIN, VICE PRESIDENT CONVENTION SERVICES

### MICROS SYSTEMS

"Jason was a huge success at the 2010 MICROS Users Conference. He took the time to understand our audience of technical professionals and delivered a powerful keynote address that truly struck a chord. I wish I had allotted more time than one hour for him to speak, and so did my attendees."

LOUISE CASAMENTO, VICE PRESIDENT OF MARKETING

### XPIENT SOLUTIONS

"Not only did you hit a home run—you knocked it out of the park! Attendees were heaping compliments about you regarding your sales insight, your ability to captivate and maintain interest, your energetic and humorous delivery, and the timeliness and relevance of your message that connected with each generation in the audience."

JOHN TATA, VICE PRESIDENT

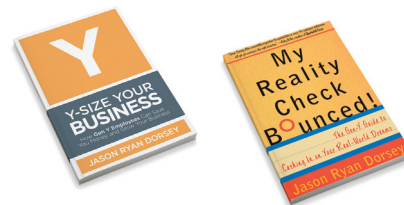
### JASON RYAN DORSEY ...

is the thought leader on generational dynamics in the marketplace and workplace. In fact, he coined the term "Generational Kinetics™" to name the predictive cross-generational behaviors he discovered through his research. His unique speaking style has earned standing ovations from audiences as large as 13,000 in an arena and as few as 20 senior executives in a boardroom.

Known as The Gen Y Guy®, Jason has been featured as a Gen Y expert on *60 Minutes*, *20/20*, *The Today Show*, *The View*, and in *Fortune Magazine* and *The Wall Street Journal*. His expertise is taking complex cross-generational interactions and distilling them into actionable insights and proven strategies that drive measurable results—all without using PowerPoint.

A bestselling author at age 18, Jason followed his first book with four more including his newest, *Y-Size Your Business*. Jason's acclaimed books have sold more than 250,000 copies worldwide.

- Won Austin Under 40 Entrepreneur of the Year Award at age 25—one of the youngest winners ever
- Earned standing ovations from the U.S. to India, including all four events referenced in the left column
- Thought leader for global media and confidential adviser to Fortune 500 executives



Contact our friendly office today and request a free preview DVD, a customized speaking proposal, and check Jason's availability:

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