

JASON
RYAN
DORSEY

SELLING ACROSS GENERATIONS

Specific Tactics that Drive Sales
Whether You Text, Tweet, or
Actually Talk On Your Mobile Phone

The Gen Y Guy'
Leveraging Generations
To Build Your Business



A RESULTS-DRIVEN PROGRAM THAT:

- **Reveals** little-known shortcuts for selling to Gen Y, Gen X, Boomers, and Traditionalists
- **Transforms** the most common generational disconnects into profitable selling points
- **Delivers** ready-to-use sales tactics that work in-person, in-store, online, and via mobile device—with examples!

YOUR CUSTOM PRESENTATION

Every generation buys differently. Never before has one generation's selling hot buttons been so similar to another generation's deal breakers. To compete and win you must know how to sell to all four generations in today's marketplace—and prepare for an emerging fifth generation.

In *Selling Across Generations*, Jason shows you exactly how to sell and market to all four generations based on their unique purchasing pathways™. Attendees leave this program with the insights and **practical strategies** necessary to sell to each generation whether they buy with a handshake or a mouse click.

YOUR SALES AND MARKETING LEADERS LEAVE THIS PROGRAM ABLE TO:

- Understand the critical differences for selling to four generations in one marketplace
- Adapt to each generation's **purchasing pathway™** to quickly close sales
- Implement best-practice sales tactics 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

FORTUNE



THE VIEW

2020

60
MINUTES

WALL STREET JOURNAL



SELLING ACROSS GENERATIONS delivers results:

- Learn the critical factors that give each generation their unique buying hot buttons
- Understand how to leverage each generation's purchasing pathway™ to create an unforgettable customer experience and outspoken brand champions
- Leave with specific sales, marketing, and customer experience solutions that quickly drive lead generation, customer 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 generational 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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