



HOW TO GET THE MOST OUT OF YOUR CROSS GENERATIONAL SALES TEAM

(For Local, District, Regional and Senior-Level Sales Managers)

**Are you struggling to communicate effectively so that each sales representative is motivated to excel and out-produce their previous records?
Are you able to incentivize and keep your top producing representatives?**

There is a new problem facing sales managers today. You may find yourself managing as many as five generations of sales representatives at one time. The problem arises from the differences among the life styles, habits, behaviors and motivators that influence the various generations: Boomers, Generation X, Generation Y, the Millennials and even the Silent generation (over 65) who are re-entering the workforce.

Each responds to varying stimuli, expresses different work habits and appreciates feedback in different ways. What can you do now to modify your communication style to reflect those differences? How can you manage them in a way that maximizes productivity and effectively speaks to those differences? Those differences and your ability to bridge the gaps with each of them will mean the difference between high performance and mediocre to no results.

For instance, did you know that the Millennials (ages 18-29) who are likely to be attracted to commissioned sales positions, have been studied and analyzed to determine what makes them tick –and then marginalized as college graduates vying for the same jobs that seem to be disappearing? Consequently, how can managers take advantage of the fact that they are upbeat, open to change, self-expressive and confident? Compared to the Boomers (ages 46-64), who have had a history of excelling in a competitive environment, how can you establish a setting that motivates and satisfies the communication differences to which they respond most favorably?

The good news is that despite all the differences, there is common ground across multiple generations. With Kim Jacobs' experience in managing sales representatives, you'll soon have them working together to increase performance and productivity into a system that works for everyone.

In this presentation, be prepared to learn:

- The age and characteristics of the five generations in your work force
- How those characteristics affect commissioned sales responsibilities
- How to increase sales competencies geared to each generation
- How to develop trust and open communication cross generationally
- Strategies that improve performance and productivity from the cross generational team
- How to empower each generation without allowing disrespect to leadership
- How to get feedback from and give feedback to your cross generational team
- The keys to avoiding misunderstandings that lead to high employee turnover and lack of motivation
- How to minimize confrontations and misunderstandings
- The types of rewards and recognition that motivate each generation

(Available in 1 hour to full day workshops)

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