Selling to the 4 Generations

Presented by

The Justis Group

How much do you know about the 4 Generations?

Below you will find a list of questions about the buying habits of the 4 generations in today’s market place. Please fill in the blanks.

A. Can you name the 4 Generations? Bonus point question – what is the span of birth years for each?

Name of Generation: Span of Years:

___________________________                  ____________________________
___________________________                  ____________________________
___________________________                  ____________________________
___________________________                  ____________________________

Fill in the blanks: Which of the four generations meets the criteria?

1. When making a purchase the ________________ generation wants personal attention, wants you to chat with them and places a lot of value on courtesy.

2. Which one prefers/uses coupons, looks for bargains and promotions more than the others? ________________

3. The ________________ responds best to a more formal sales presentation.

4. The ________________ are least likely to feel comfortable with change or newness.

5. “Make it memorable”, applies to the ________________.

6. Which of the 4 generations is most hungry to learn? ________________
7. The ________________ are absolutely turned off to hype, “act now”, “urgent”, and/or false advertising.

8. The ________________ have been labeled “the most demanding consumer”.

9. Of the 4 generations, which is most apt to be into gadgets? ________________

10. Who is called the Peter Pan Generation? ________________ Do you know why?
    ________________________________________________________________________

11. The ________________ generation led the march away from “brand loyalty”.

12. Which two generations don’t trust “authority”? ________________ and ________________.

13. ________________ respond best to celebrity endorsements.

14. The ________________ generation values “values” most when making purchases.

15. When it comes to population size, the smallest of the four generations is ________________.

16. The generation that focuses most on “me” or themselves is ________________.

17. Which of the 4 is said to be “street smart and advertising savvy?” ________________

18. The ________________ generation grew up with expensive taste and addicted to lots of choices.

19. Which generation wants you to forget the hard sell and give them respect? ________________

20. Which generation believes “Brand means next to nothing, it’s what I think that counts?” ________________
21. The ________________ generation is purchasing most/all of the new “retro” look.

22. Which generation during its childhood has had the greatest influence on family spending? ________________

23. The ________________ generation is the “we” generation.

24. For which generation is “hip” essential? ________________

25. The Internet was/is to ________________ youth what television was to the Boomers.

26. ________________ switch brands to ones with a good cause.

27. For the ________________ generation peer to peer recommendations and approval is very important.

28. The ________________ generation possess(es)(ed) spending and saving power unprecedented among youth in American history.

Scoring:

Question A with or without bonus point:   ______
Total Questions 1 – 7 The Traditionals or Silents   ______
Total Questions 8 – 14 The Baby Boomers   ______
Total Questions 15 – 21 The Generation Xers   ______
Total Questions 22 – 28 The Millennials   ______

Total Points   ______

Interpreting your score:

21 - 28 Points: You’ve done your homework! You are an expert at Generational Sales and Marketing.
14 – 20 Points: Good command of the differences between Generations and their sales and Marketing needs.
1 – 13 Points: This class will help! With a little reading you could become a Generational Sales and Marketing expert too!