

Texting is not the complete solution, however. Younger buyers have a variety of preferred platforms and what works well for one might not work well for another. Video conferencing ability is mandatory — and not just on one platform. Become conversant with Zoom, Teams and Google Meet. Other tech is on the way. If your buyer says, “I want to talk on WhatsApp,” do not be the salesperson who has to say, “What’s that?” Younger buyers respect adaptability, especially when it is coupled with experience and expertise.

(3) Younger buyers are social media savvy — and you should be, too. Buyers today have a variety of ways of learning about you and your company, and social media is one of their primary tools. If you leave a prospecting message for a younger buyer, be aware that there is about a one-in-three chance that he will look you up on LinkedIn before he thinks about calling you back. And if you do not look legitimate on LinkedIn, you are not going to get that call (or email or text). “Looking legitimate” is about more than just having a profile on LinkedIn. You need a good professional headshot, “about me” verbiage, a complete professional history and some activity (i.e., posting and engagement). Recommendations and a strong network are

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a definite plus. If you are not using LinkedIn as a professional tool, you will not be taken seriously.

But LinkedIn is not enough. You also need to be aware of other ways buyers can research you. Do you know what your company’s Google reviews say? Your buyers probably do — and you better have explanations for any recent bad reviews.

Here is the exception to the “younger buyers” rules: Many older buyers are learning from and copying the habits of younger buyers. That means you cannot just stereotype by age — you have to be versatile, smart and adaptable to buyers’ needs, no matter their age.

If you do not keep pace with changes in buyers, you are just going to be the old guy yelling, “Get off my lawn!” And no one buys from that guy anymore. ■

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