



Learn to Work with Them and  
Help them Thrive!



“**Generation X**, or Gen X, is the demographic cohort following the baby boomers and preceding the Millennials. There are no precise dates for when Generation X starts or ends.” *Wikipedia*

Time Period: 1961 to 1981



“**Millennials** (also known as **Generation Y**) are the generational demographic cohort following **Generation X**. There are no precise dates for when this cohort starts or ends.” *Wikipedia*

Time Period: **1982 to 2004**



**Lazy**

**Distracted**

**Unrealistic**

**Entitled**

**Impatient**

**Work-life balance**

**Self Absorbed**

**Trophy Generation / Instant Gratification**

**Job Hoppers**

**Sheltered**

**Arrogant**



Tech-Laced DNA

Social Impact

Adventurous

Idealistic

Confident

Multi-Taskers

Ambitious

Collaborative

Conscious

Open-Minded

Work-life balance

Educated



# Meet Our Panel



## Question 1

What's your definition of a millennial?



## Question 2

Why did you decide to pursue a career in technology?



## Question 3

What are the two things  
you expected from your  
career in technology sales?



## The Interview Process

### Recruiting the Millennial



## Question 4

**What was the worst question you were asked during your technology sales interviews that you felt held no bearing to the position?**



## Question 5

**What question have you been asked, or you would suggest, that would help a recruiter understand what you could bring to a technology sales position?**



## Question 6

### What matters?

- Flexible work hours
- Salary
- Higher salary with lower commission opportunities
- Lower salary with higher commission opportunities
- Benefits package
- Paid Holidays
- Continuous training
- Promotion path



## Question 7

What was the main attribute of the dealership that you are currently working at, that made you choose them? What were they doing right?



## Question 8

### What matters?

- Charity work
- Community Involvement
- Your impression of the Recruiter
- The way the office looked
- The Commute – the location of your office and territory



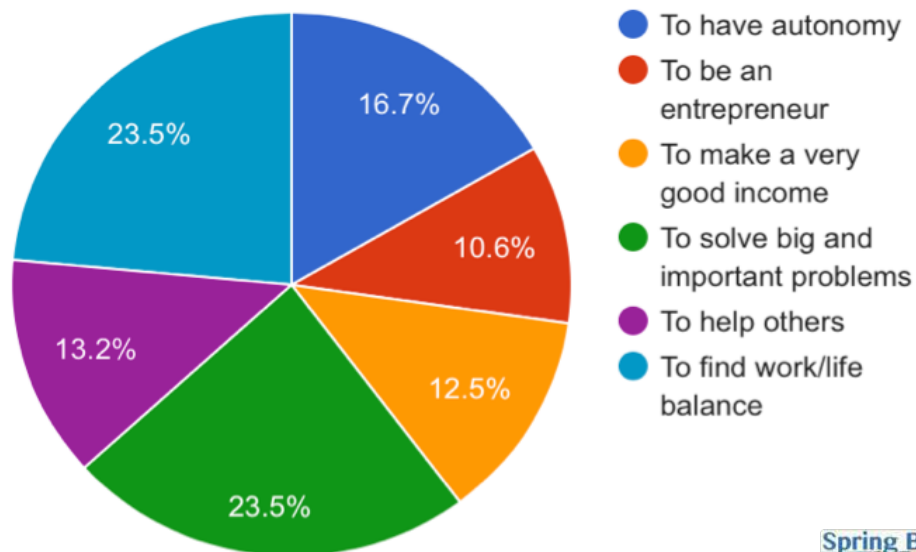
## Question 9

Can you offer any other attributes that made you decide?





### Students' Aspirations for Work



# Better Managing the Millennial



**By 2020 millennials will  
make up over 50% of  
our workforce**



**In the USA in 2017  
the average  
millennial worked 45  
hours per week.**



## Question 10

Describe your sales manager in one sentence?



## Question 11

What is one successful example of how your sales manager is supporting you in your efforts of selling more every month?



## Question 12

What is the biggest mistake sales management can make in managing you and your sales team members?



## Question 13

What do you look for in sales management?

- Positive reinforcement: daily/ weekly
- Appreciation of work/life balance
- Clear sales goals: weekly/ monthly



- ✓ **Scheduled regular check in for feedback.**
- ✓ **Being assigned a sales mentor.**
- ✓ **Competitive environment inside your sales team.**
- ✓ **Posted rankings of sales success.**
- ✓ **Flexibility in working from home or office at your discretion.**
- ✓ **Flexibility in hours as long as goals are met.**



## Question 14

**Ideally, *picking some of the attributes we've discussed*, which do you feel would be the best way to manage a millennial sales force?**



# Feelings



## Question 15

### What matters?

- Your opinions are being heard.
- A sense of purpose in the work you are doing.
- Coaching on the career path that can accomplish promotions.
- Sense of belonging to your sales team.
- Acknowledgement of skill sets and chances to work on projects with those skills.



# Retaining the Millennial Employee



50% of millennials would take  
a pay cut to find more  
fulfilment in their job.

## Question 16

Do you agree or disagree?



90% of millennials expect  
to leave a company in less  
than three years.

*Cornell University*



Question 17  
What matters?





## Millennials and Older Workers Have Many of the Same Career Goals

### PERCENTAGE OF RESPONDENTS WITH THE FOLLOWING LONG-TERM GOALS

	Millennials	Gen X	Baby Boomers
Make a positive impact on my organization	25%	21%	23%
Help solve social and/or environmental challenges	22	20	24
Work with a diverse group of people	22	22	21
Work for an organization among the best in my industry	21	25	23
Do work I am passionate about	20	21	23
Become an expert in my field	20	20	15
Manage my work-life balance	18	22	21
Become a senior leader	18	18	18
Achieve financial security	17	16	18
Start my own business	17	12	15

SOURCE IBM INSTITUTE FOR BUSINESS VALUE, 2014



# Question 18

## What matters the most from that list to you?



## Question 19

What is one way a technology dealership can provide creative freedom in the workplace that you would find fulfilling?



## Question 20

What are the aspects of technology sales that you or your fellow millennials are passionate about?



# ABC

## Always Be Closing



# ABH

## Always Be Helping



## Question 21

What adaptations does a dealership need to adopt to retain you longer than three years?



## Millennial's Want:

- ✓ A Big Goal
- ✓ Accountability to that goal.
- ✓ Responsibility to reach that goal.



## Question 22

**What is your business or career goal(s) you aspire to achieve by 2022?**

