



PathShare
HR SERVICES


THE NEW TEAM

BTA West Capture the Magic
August, 2014

AGENDA

- Generational Overview
- Common Needs for all Generations
- Differences
- Recruiting Various Generations
- Building Cohesion Between the Generations
- Generation Z: A Preview of What's to Come!

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GENERATIONS

Name	Born	Age
Silent	1927 – 1945	69 – 98
Baby Boomer	1946 – 1964	50 – 68
Gen X	1965 – 1981	33 – 49
Gen Y (Millennial)	1982 – 1994	20 – 32
Gen Z	1995 – 2010	4 - 19

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COMMON NEEDS

- Impact
- Recognized
- Good Work Environment
- Developed
- Consulted
- Remembered

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DIFFERENCES

Attribute*	Baby Boomers	Gen X	Gen Y
Money	Work hard for it	It's not everything	Give it to me
Respecting Elders	No question	Is polite	Whatever!
Change	Resist it	Accept it	Want it
Technology	Basics	Comfortable	Masters
Character	Workaholic Principled Hierarchical	Creative Independent Pragmatic	Life centered Informal & Impatient Skeptical
Work Style	Competitive Task Oriented	Collaborative Fewer formal rules	Career fits lifestyle Experience vs. learning
Communication	Print Face to Face	Phone Email	Multi-media Informal

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RECRUITING

- Top Sources: Referrals, friends and family, and past experience
- Additional Recruiting Sources
 - Google
 - Job Specific Websites
 - Company Websites
 - College / Alumni Websites
 - Social Media

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USING THE WEB

- Scenario: Looking for a sales job in Cedar Rapids, IA
- Steps a candidate is likely to take
 - Google
 - Pick top 2 – 3
 - Look at top jobs
 - Google company in which he/she is interested

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GOOGLE RESULTS

The screenshot shows a Google search interface with the query 'sales job in Cedar Rapids Iowa'. The results page displays approximately 3,490,000 results. Several job listings are visible, including:


- Sales Careers - TheLadders.com**: \$50K-\$500K+ Jobs in Sales. Find Your Next Great Job. Join Now!
- Insurance Sales Careers - countrycareer.com**: Highly rated Fortune1000 Insurance & financial services company
- Sales Jobs, Employment in Cedar Rapids, IA | Indeed.com**: 4.6 ★★★★★ rating for Indeed.com. Search all jobs on Indeed.com The most complete job site online. Ratings: Site content 9/10 - Site design 8/10. Indeed has 52,172 followers on Google+.
- Sales Jobs, Employment in Cedar Rapids, IA | Indeed.com**: www.indeed.com/q-Sales-Cedar-Rapids-IA-jobs.html. Jobs 1 - 10 of 1146 - 1146 Sales Jobs available in Cedar Rapids, IA on Indeed.com. one search. all jobs.
- Sales Representative jobs in Cedar Rapids, IA - Indeed**: www.indeed.com/q-Sales-Representative-Cedar-Rapids-IA-... Jobs 1 - 10 of 231 - 231 Sales Representative Jobs available in Cedar Rapids, IA on Indeed.com. one search. all jobs.
- Senior Executives \$250K+**: www.careerchange.com/ (800) 304-4473. Career Consulting Exclusively for \$250K+ Sr. Execs. Contact Us Now!
- Sales Jobs At Prudential**: jobs.prudential.com/ We're Looking For Driven Sales Professionals. Join Our Team Today!
- Careers at Baxter**: jobs.baxter.com/ Doing Work That Matters. A Career at Baxter.
- Sales Jobs Cedar Rapids**: sales-jobs-to-careers.com/ Positions Open in Cedar Rapids

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INDEED RESULTS

[Find Jobs](#)
[Find Resumes](#)
[Employers / Post Job](#)
[Post your](#)



what:

Sales

where:

Cedar Rapids, IA

Find Jobs

Advanced Job Search

job title, keywords or company

city, state, or zip

Sales jobs in Cedar Rapids, IA

Sort by: [relevance - date](#)

Distance: [within 25 miles](#)

▼ Salary Estimate

\$20,000+ (877)

\$40,000+ (414)

\$60,000+ (184)

\$80,000+ (81)

\$100,000+ (22)

▼ Title

Company

Location

Job Type

Employer/Recruiter

Upload your resume

Let employers find you

Jobs 1 to 10 of 1,113

[Get new jobs for this search by email](#)

Major Account Manager

GreatAmerica Financial Services - Cedar Rapids, IA

sales growth. Successfully utilizes a consultative sales approach to enhance overall sales volume... Strategic Sales Training, and Proven Sales Success...

Sponsored by GreatAmerica Financial Services - 24 days ago

Sales Representative - Cedar Rapids

Uline Shipping Supplies - 31 reviews - Cedar Rapids, IA

seeks various levels of Sales Representatives for its... mentoring from an established sales team. POSITION RESPONSIBILITIES Manage sales territory with a large...

Sponsored by Uline Shipping Supplies - 30+ days ago

Automotive Sales Consultant

McGrath Family of Dealerships - Cedar Rapids, IA

CAREER OPPORTUNITY Sales Executives Wanted Immediately Did you know...Automobile Sales is one of the... buyers then our sales staff can handle! No...

Sponsored by McGrath Family of Dealerships - 4 days ago

Show: [all jobs](#) - [646 new jobs](#) - [only 'Easy Apply' jobs](#)

Outside Sales Account Manager - new

American Marketing & Publishing - Cedar Rapids, IA - ±1 location

Outside Sales Position - Marketing & Advertising: Enthusiastic. Hardworking...

Easily apply

3 days ago - [save job](#) - [block](#) - [email](#) - [more...](#)

Company with Sales Jobs

ULINE

Uline

★★★★★ 31 reviews

Uline is a leading provider of shipping supplies, known for their world class customer service, unparalleled speed, and accuracy

Uline is hiring

Sales Representative - Cedar Rapids

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TAKE TO COMPANY WEBSITE

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Current Openings

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Major Account Manager (Cedar Rapids, IA)

Job Description

Accountable for originating, closing, and growing volume from IT organizations sales financing programs, specifically targeting Product Centric organizations with revenues greater than \$75MM. Tasked with supporting the development and implementation of strategies aimed at increasing sales volume for GreatAmerica. Commissioned with creating, developing, and sustaining a successful territory within a fast-paced, high growth environment.

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JOB AD: SPEAK TO AUDIENCE

Sales Representative Ad

You don't choose your passion, your passion chooses you.

Start today building a career with a **growing** company! At Company we have the culture, the mindset, the passion and the full product suite in place to help you build a career in sales. Technology sales are where the growth is!

Are you looking for:

- ☒ **Stability?** Company has been providing office technology solutions for 40 years.
- ☒ **Growth?** Company is growing (and kept growing even during a down economy).
- ☒ **Local company with a feeling of family?** At Company your contributions matter and you have access to local decision-makers to help you close sales fast!
- ☒ **The resources and technological innovation of a large national organization?** In a technology-driven world it pays to work for a company that has multiple product lines so you can increase your sales and take good care of your customer base. Company carries a full product suite of office technology products.

We're growing and are looking for **Sales Representatives** to join our winning team! *In this role you'll:*

- **Build a career, not a job.** Your hard work cold calling and prospecting new customers will allow you to build a base of business. Combine that with developing new business opportunities within existing customers in your territory and you're on the road to long-term financial success!
- **Market the latest technology.** Use our complete office and IT technology solutions to grow a portfolio of profitable business.
- **Use our outstanding reputation,** resources and long-standing support of the local

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ONCE THEY' RE HIRED ..

Now the real fun begins!

Multiple generations in the workplace

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EVER HEAR THESE?

- “I’m tired of them picking on me because of my hours.”
- “He wants a promotion and yet he is walking out the door every day at 5:00.”
- “They’re so rude. They sit in meetings and play on their phones.”
- “I don’t appreciate the constant interruptions.”
- “Why is she sending me emails on the weekend?”

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IMPROVING TEAM COHESION

- Know own bias – rule #1!
- Set clear expectations (i.e. dress, hours of work, how to communicate)
- Focus on outcomes (vs. activity)
- Seek out ideas and opinions ... then discuss
- Develop mentor relationships
- Assign “buddy”
- Provide basic training (i.e. business communications and writing, etiquette, crucial conversations, etc.)

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EXAMPLES

- “I’ m tired of them picking on me because of my hours.”
- “He wants a promotion and yet he is walking out the door every day at 5:00.”
- “They’ re so rude. They sit in meetings and play on their phones.”
- “I don’ t appreciate the constant interruptions.”
- “Why is she sending me emails on the weekend?”

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PREVIEWING GEN Z

- 60% want to be entrepreneurs vs. employees
- Looking for alternate professions as college costs rise
- IQ scores are higher
- Use U-Tube like Google to learn
- Constantly connected

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PREVIEWING GEN Z

- Instant feedback is expected
- Expect to work anytime, anywhere
- Expect quick promotions
- Constant multi-taskers
- Accepting of diverse people
- More socially responsible
- Will “back” bosses IF bosses “back” them

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