



SELLING TO GEN-X



Darrell Amy
Dealer Marketing



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CALLS TO
ACTION

TODAY

1. Overview of the opportunity
2. Understand what's important to GenX
3. Discover how to sell to them



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WHO IS GEN-X?

1965-1981

45 million people
36-52 years old



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MY STORY



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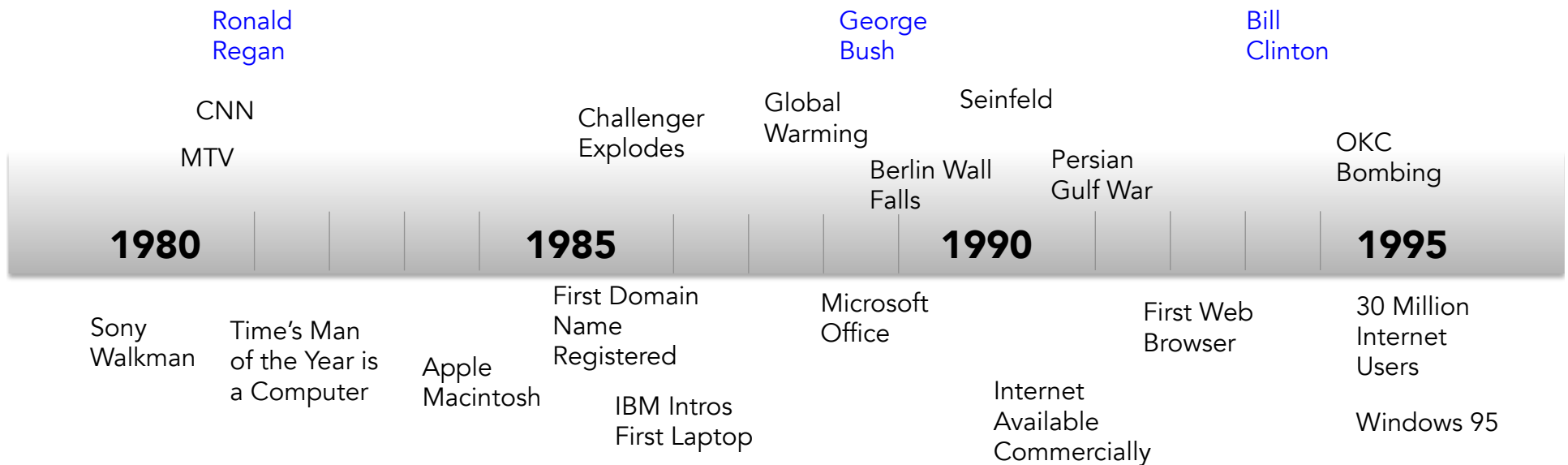


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WHAT SHAPED GEN-X?



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Document
Management

MPS

MNS

Workflow

1993

Digital
1997

2004

2015

LANIER

TOSHIBA



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Now in their late 30s and 40s, Xers make up the bench strength for management. They are the skill bearers and knowledge experts corporations will rely on to gain competitive advantage in the coming decades. Approaching or already in the prime of their lives and careers, they are prepared and poised for leadership.

<https://hbr.org/2014/09/4-ways-to-retain-gen-xers>



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WHAT'S IMPORTANT?

1. The Chance to Be In Charge
2. A Route to the Top
3. Entrepreneurial Instincts
4. Flexibility



<https://hbr.org/2014/09/4-ways-to-retain-gen-xers>



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TOP 10 GEN-X CITIES

- | | |
|--------------|----------------------|
| 1. Austin | 6. Orlando |
| 2. Raleigh | 7. Houston |
| 3. Las Vegas | 8. Salt Lake City |
| 4. Charlotte | 9. Dallas/Fort Worth |
| 5. Phoenix | 10. San Antonio |



Forbes



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2017 BTA National Conference

August 16-18, 2017 • Mandarin Oriental • Las Vegas, Nevada

Hosted by

BTA

CHARACTERISTICS OF GEN-X



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SKEPTICAL, SELF-RELIANT

From everything we know about them, they're savvy, skeptical and self-reliant; they're not into preening or pampering, and they just might not give much of a hoot what others think of them.



Pew Research Center

<http://www.pewresearch.org/fact-tank/2014/06/05/generation-x-americas-neglected-middle-child/>



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FOCUSED ON RESULTS



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CALLS TO
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MANAGING GEN-X



- Want independence in the workplace and informality
- Give them time to pursue other interests
- Allow them to have fun at work
- Give them the latest technology



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HOW TO SELL TO GEN-X



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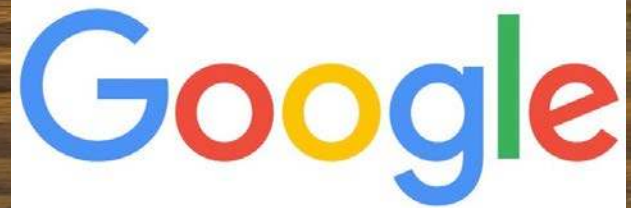


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1. PROVIDE LOTS OF INFORMATION

93% of B2B buying processes
begin with an online search.

(Pinpoint Market Research and Anderson Jones PR)



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CALLS TO
ACTION

1. PROVIDE INFORMATION

- Create a resource-centered website
 - Blogs
 - Special Reports
 - Buyer's Guides
 - FAQ's
 - Videos



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CALLS TO
ACTION

2. FOCUS ON RESULTS

- Demonstrate that you know how to solve problems and deliver results
- Case Studies
 - Written
 - Video
 - Spoken
- Blog Articles



CENTURY BUSINESS TECHNOLOGIES HELPS SKYLAND GRAIN GO PAPERLESS TO STREAMLINE PROCESSES & REDUCE COSTS

Operating grain elevators throughout western Kansas and Colorado, Skyland Grain (www.skylandgrain.com) provides service to thousands of Kansas farmers. Processing over 35 million bushels of grain per year, Skyland's mission is to connect producers to the world.

Each day, hundreds of documents need to be processed across 30 locations spanning over 300 miles. As the Office and HR Manager, Teresa Hammond felt the pain of gathering and processing invoices for accounts payable. The team at Century Business Technologies helped Skyland implement a paperless process with workflow automation to streamline the accounts payable process and reduce lost documents, ultimately leading to greater customer satisfaction.

Challenges

With a growing number of locations and vendors, Skyland faced many challenges with their paper-based process.

1. Getting Invoices in a Timely Fashion
Invoices were being sent through an internal mailbox system. Received invoices would be logged in a book and then put in an envelope that would be carried to the main location. "Most of the time would take a couple of weeks."

2. Lost Invoices
This paper-intensive process resulted in many phone calls. Trying to track down paperwork wasted considerable amounts of time. Sometimes invoices were lost, causing even more challenges. Hammond often found herself driving one hour each way to locations to track down paperwork.

3. IT Distraction
As a growing company adding new locations, the capacity of the Skyland IT team began to stretch as it focused on core initiatives and supporting new users. According to Richard Wolf, IT Manager, providing support for printers and copiers became more of a challenge for the team. "We used to have to order toner for our devices. Employees would say 'We're out of toner' and we had to scramble to get the supplies."

Solution: Document Management & Workflow Automation

In 2013, the team at Century Business Technologies worked with Hammond and Wolf to explore how technology could be used to automate the paper-based process. Following an analysis of the current process it was recommended that Skyland consider creating a paperless environment using Square 9, a document management and workflow solutions provider. "When we ran across Square 9 and the workflow automation, we got very excited," recalls Hammond.



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3. OFFER NEW IDEAS

- Create ideas the Xers can implement to deliver results and get promoted
 - Blogs/Special Reports
 - Webinars/Live Events
- Share these ideas online
 - Company Social Media
 - Sales Social Media



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3. TAKE LINKEDIN SERIOUSLY

55% of Buyers Admitted to vetting out a sales rep or company based on what they did or did not find about them online.

KREDIBLE.com



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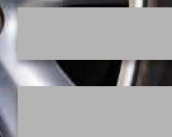
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HELP OVERCOME SKEPTICISM

Do you
understand
my
business?



Who else
have you
helped?



Can I trust
you?



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CALLS TO
ACTION

3. MAXIMIZE LINKEDIN

1. Create a Buyer-Centric Profile
2. Socially Surround Your Current Accounts
3. Digitally Prospect



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4. USE SOCIAL MEDIA

- Gen X is more addicted to social media than millennials
- Be very active on social
 - As a dealership
 - As sales reps



<http://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2017-reports/2016-nielsen-social-media-report.pdf>



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5. HAVE A CAUSE

In 2012, the Corporation for National and Community Service ranked Gen X volunteer rates in the U.S. at "29.4% per year", the highest compared with other generations.



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ACTION ITEMS

- ☐ Build a resource-centric website
- ☐ Write case studies
- ☐ Get serious about LinkedIn
- ☐ Be present on social media as a dealership
- ☐ Adopt a cause



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— from the —
HEART
P O D C A S T



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