

RYAN JENKINS

Inspire Your Audience With Wow & Know-How

Ryan's Most Popular Programs (Keynote, Virtual, Workshop, or Consulting)



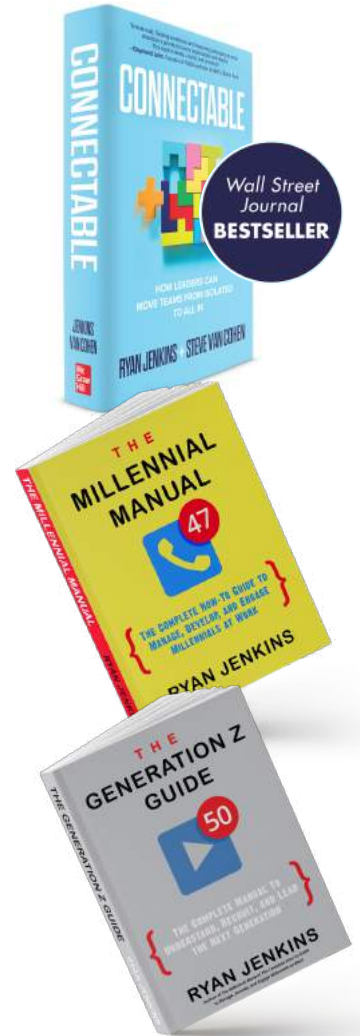
The Program: Marketing & Selling to Millennials & Gen Z: Earn the Attention, Trust, and Business of Next-Generation Buyers

Millennials and Generation Z have overtaken Baby Boomers and Generation X as the generations with the most spending power. Additionally, 73% of the emerging generation workers are involved in decisions to purchase products or services for their companies.

Millennials and Gen Z buy differently than previous generations. Mobile technology, ubiquitous connectivity, and the social web have forever changed the buying expectations of the emerging generations. Marketing and sales techniques of the past won't work with Millennials and Gen Z. Ryan brings cutting edge insights into how the emerging generations have flipped the sales script and how to exceed their buying expectations in order to win new business and secure lasting loyalty.

Attendees Gain...

- Insights into Millennial and Gen Z buyer behaviors and expectations.
- Insights into the benefits of selling to Millennials & Gen Z.
- Perspectives of how each generation approaches buying.
- Strategies that are proven and actionable to sell, connect, and market to Millennials and Gen Z.
- Techniques for positioning products/services with and communicating to Millennials and Gen Z.
- Best-in-class examples of organizations successfully selling to the emerging generations.
- Ability to drive Millennial and Gen Z leads, sales, and satisfaction.



The Proof:



"Every leader, manager and team needs to hear Ryan!"

~Patrick Lencioni, NYT Bestselling Author of *The 5 Dysfunctions of a Team*

View over 140 more satisfied client testimonials [HERE](#).



Ryan Jenkins, CSP

- Wall Street Journal Bestselling Author
- Generations & Future of Work Keynote Speaker
- #1 Thought Leader on Team Connection

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