

# Selling to the 4 Generations

*Presented by*

*The Justis Group*

How much do you know about the 4 Generations?

*Below you will find a list of questions about the buying habits of the 4 generations in today's market place. Please fill in the blanks.*

A. Can you name the 4 Generations? Bonus point question – what is the span of birth years for each?

Name of Generation:

Span of Years:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*Fill in the blanks: Which of the four generations meets the criteria?*

1. When making a purchase the \_\_\_\_\_ generation wants personal attention, wants you to chat with them and places a lot of value on courtesy.
2. Which one prefers/uses coupons, looks for bargains and promotions more than the others? \_\_\_\_\_
3. The \_\_\_\_\_ responds best to a more formal sales presentation.
4. The \_\_\_\_\_ are least likely to feel comfortable with change or newness.
5. “Make it memorable”, applies to the \_\_\_\_\_.
6. Which of the 4 generations is most hungry to learn?  
\_\_\_\_\_

7. The \_\_\_\_\_ are absolutely turned off to hype, “act now”, “urgent”, and/or false advertising.
8. The \_\_\_\_\_ have been labeled “the most demanding consumer”.
9. Of the 4 generations, which is most apt to be into gadgets?  
\_\_\_\_\_
10. Who is called the Peter Pan Generation? \_\_\_\_\_ Do you know why?  
\_\_\_\_\_.
11. The \_\_\_\_\_ generation led the march away from “brand loyalty”.
12. Which two generations don’t trust “authority”? \_\_\_\_\_ and \_\_\_\_\_.
13. \_\_\_\_\_ respond best to celebrity endorsements.
14. The \_\_\_\_\_ generation values “values” most when making purchases.
15. When it comes to population size, the smallest of the four generations is \_\_\_\_\_.
16. The generation that focuses most on “me” or themselves is \_\_\_\_\_.
17. Which of the 4 is said to be “street smart and advertising savvy?”  
\_\_\_\_\_.
18. The \_\_\_\_\_ generation grew up with expensive taste and addicted to lots of choices.
19. Which generation wants you to forget the hard sell and give them respect? \_\_\_\_\_
20. Which generation believes “Brand means next to nothing, it’s what I think that counts?” \_\_\_\_\_

21. The \_\_\_\_\_ generation is purchasing most/all of the new “retro” look.
22. Which generation during its childhood has had the greatest influence on family spending? \_\_\_\_\_
23. The \_\_\_\_\_ generation is the “we” generation.
24. For which generation is “hip” essential? \_\_\_\_\_
25. The Internet was/is to \_\_\_\_\_ youth what television was to the Boomers.
26. \_\_\_\_\_ switch brands to ones with a good cause.
27. For the \_\_\_\_\_ generation peer to peer recommendations and approval is very important.
28. The \_\_\_\_\_ generation possess(es)(ed) spending and saving power unprecedented among youth in American history.

**Scoring:**

|   |       |
|---|-------|
| Question A with or without bonus point:           | _____ |
| Total Questions 1 – 7 The Traditionals or Silents | _____ |
| Total Questions 8 – 14 The Baby Boomers           | _____ |
| Total Questions 15 – 21 The Generation Xers       | _____ |
| Total Questions 22 – 28 The Millennials           | _____ |
| <b>Total Points</b>                               | _____ |

**Interpreting your score:**

21 - 28 Points: You’ve done your homework! You are an expert at Generational Sales and Marketing.

14 – 20 Points: Good command of the differences between Generations and their sales and Marketing needs.

1 – 13 Points: This class will help! With a little reading you could become a Generational Sales and Marketing expert too!