

MILLENNIALS	Go high tech - Be all digital – they access everything online: They LOVE social media!	Desire instant gratification - everything needs to be quick and easy. Offer Instant access – eApp/Drop Ticket	Seek membership – they gravitate towards groups while striving for independence	Be upfront – they value honesty and have a low tolerance for inauthenticity, just be yourself to win them as a client and a referral
GEN X	Initiate research – they make decisions based on facts, data, reviews	Take control – they prefer to be in the driver’s seat in making decisions – don’t hold anything back. Provide all options up-front	Evaluate viability – they are very practical and prefer quick results. Explain how your product can improve their lives immediately and later	Remain connected – they are big online buyers
BABY BOOMERS	Make it personal – they want to develop personal relationships in both personal and professional lives	Exhibit professionalism - they appreciate experience, accreditations, credible company reputations, brands, etc.	See the big picture – they like to have a long-term plan. Offer customization to fit their exact needs.	Desire a team – they like contributing to a team effort

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