



# Expand Your Client Base With Cross-Generational Selling

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# What Is Generational Selling?

Generational selling is the practice of tailoring your sales techniques to align with the values, behaviors and preferences of different generational cohorts. As the marketplace becomes more diverse, understanding these differences can help build trust, foster engagement and close more deals.

## Why It Matters

- Today's buyers span four generations, each with unique decision-making styles.
- One-size-fits-all pitches no longer resonate.
- Personalization and trust are critical for building long-term relationships.
- When you align your message with generational values, you don't just make sales – you make connections.

# Relationship Selling

Sales today is about more than just products – it's about trust and connection.

**People want to buy from someone they know and like.**

Social media matters: LinkedIn, Facebook and Instagram help you stay visible and build relationships.

- If people seem to know what's going on in your life, it means your presence is working.
- You don't have to share *everything*:
  - Post a client win
  - Share helpful information
  - Comment and engage

**Relationships drive results.**

- The more connected people feel to you, the more likely they are to do business with you.

# What's Happening

Today...

Buyers are scrolling social media, scanning QR codes, asking about recycled materials and expecting you to respond before lunch. The reality is we're not just selling to one type of buyer anymore. We're selling across four different generations, and each one has its own expectations.



# Know Who You're Talking To

Understanding the generational breakdown



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## Baby Boomers (1946-1964)

- Usually in senior leadership roles.
- They care about experience, trust and solid relationships.
- They're loyal, but cautious with change.

## Gen X (1965-1980)

- Usually your brand managers, marketing directors and operations leaders.
- Straight to the point.
- Want to know: Does it work? Will it arrive on time? Is it in the budget?

## Millennials (1981-1996)

- Now running departments, especially in fast-growing companies and agencies.
- Care a lot about social impact, brand alignment and sustainability.

## Gen Z (1997-2012)

- Newer to the workforce but already influencing decisions.
- Live on social media. Expect quick, clean communication and fresh product ideas.

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# How To Communicate

## The best methods by generation

**Boomers:** Pick up the phone. Send them a real sample kit.

- Highlight proven winners like name-brand apparel, pens, or awards programs – they trust what's tested.

**Gen X:** Be professional and reliable. Show up, follow through.

- Position your services as a time-saving solution – they're juggling a lot.

**Millennials:** Customize your pitch. Use visuals, show sustainability, send PDFs they can drop into a deck.

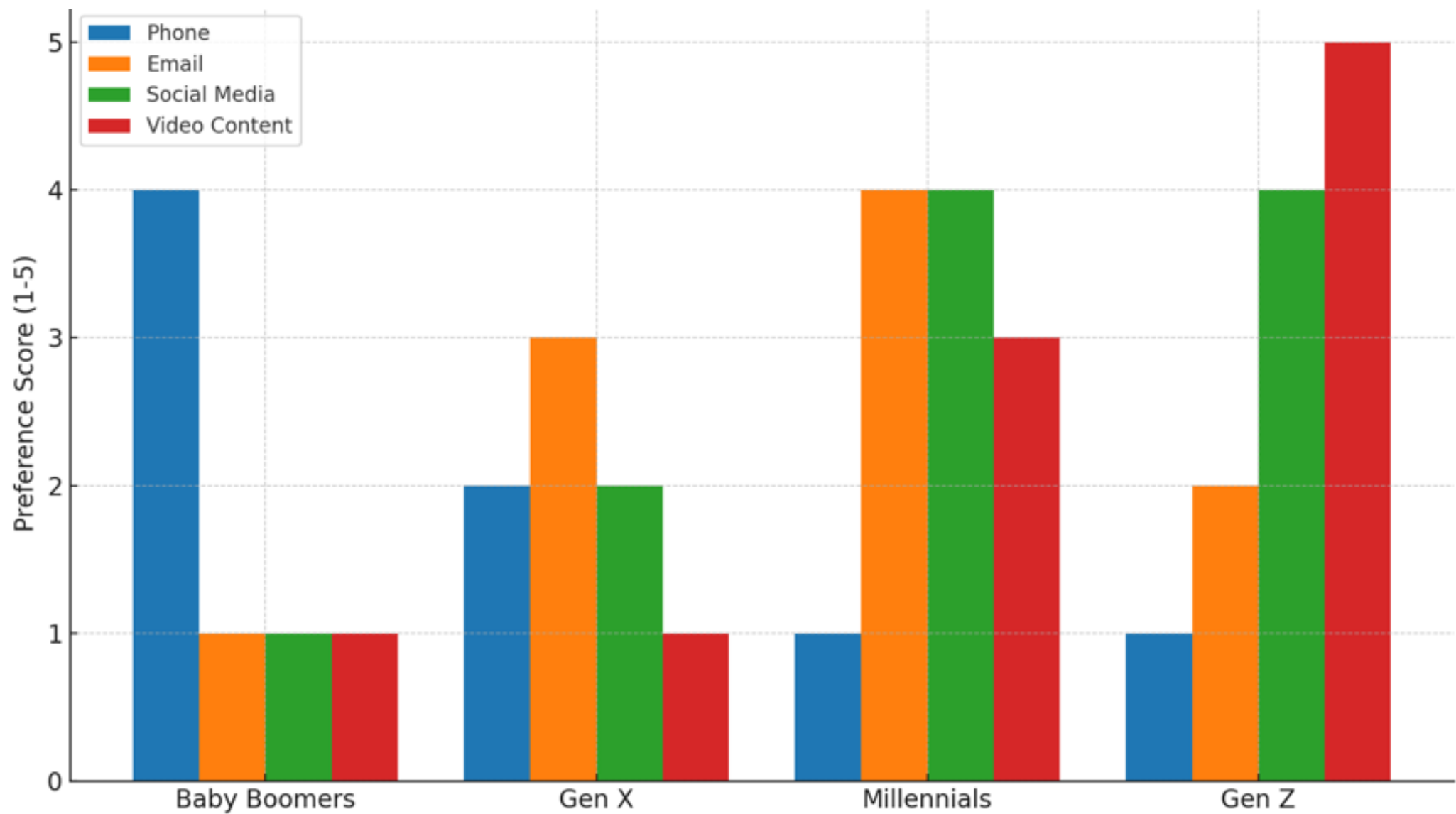
- Suggest eco-conscious swag kits or influencer-style unboxings – they love brand storytelling.

**Gen Z:** Keep it short and visual. Send a reel. Use Canva. Share a link they can forward fast.

- Offer bold, expressive merch like holographic tumblers or TikTok-worthy apparel that boosts brand identity.



# Preferred Communication Channels



# Shaping Your Message

Using the right context by generation



**Boomers:** “These are classic, high-quality items your clients will actually use.”

Emphasize function, long-term brand visibility and reliability. Highlight premium materials, name brands and tried-and-true categories (drinkware, pens, polos).



**Gen X:** “They ship fast, hit the budget, and the imprint holds up.”

Focus on efficiency, turnaround time and low-maintenance fulfillment. Stress print quality and vendor dependability – Gen X wants things that work and last.



**Millennials:** “Sustainably sourced, retail-inspired, and totally on-brand for your mission.”

Promote eco-conscious, ethically sourced and stylish products. Include storytelling elements – how the product supports a mission or stands out in retail.



**Gen Z:** “These are trending right now. They’re fresh, functional and look great in a team selfie.”

Highlight bold design, current colorways and how the item fits into a lifestyle moment. Bonus: Show how it looks in a team selfie or a branded TikTok challenge.



# Building Trust

Trust means something different to each generation.



## Boomers

Trust comes from long-term relationships and consistency.

## Gen X

Trust is earned by doing what you say, every time.

## Millennials

Want transparency and values. Don't fake it – they'll see right through it.

## Gen Z

Trust speed, relevance and how real you are.

# Bridging the Generational Gap

Adapt your approach to connect across generations.

## Tips for Multigenerational Selling

Use more than one way to connect (email, phone, social media, etc.).

Personalize your message using real info, not guesses.

Don't assume – treat each person as unique.

Work together and share ideas as a team.

Change how and when you reach out based on who you're talking to.

# Conclusion

Personalize with purpose. Connect with impact.

Know your buyer.  
Adjust your style.

To ensure you're speaking their language, you may need to **adjust your tone, method of communication, and even the time of day** you reach out, depending on your audience.

Same product, different pitch.

Each generation will respond to a different **emotion or rationale** behind the product, so the **same product can be positioned in various ways**, based on their unique needs and values.

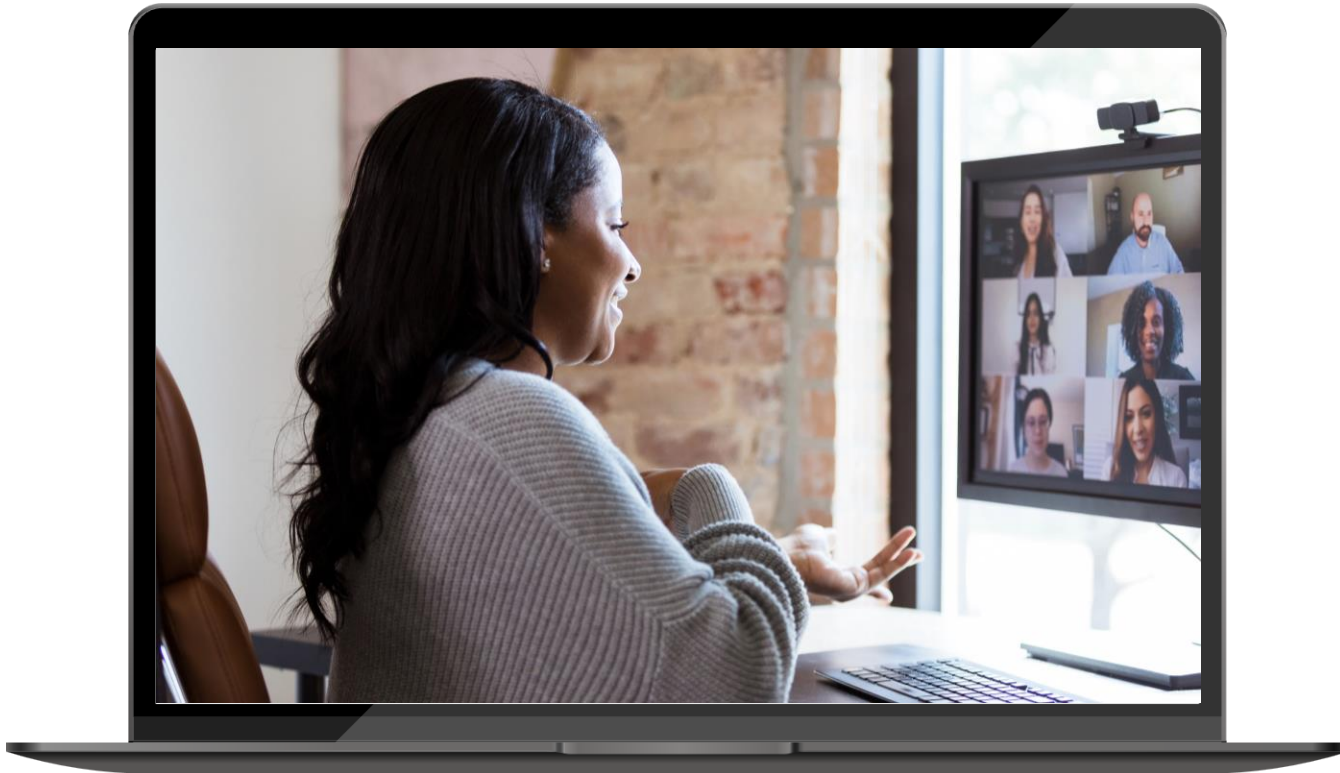
Don't overthink it.  
Just listen more, talk less.

By **listening carefully**, you can tailor your pitch more precisely to each buyer's true desires without overcomplicating the conversation.

Be yourself – but be smart  
about how you show up  
for each generation.

**Strategically adjust** how you show up for each client. Whether that means being more formal, casual or conversational, ensure your communication feels **genuine and aligned with their expectations**.

# Questions?



Which generation do you find the most challenging to sell to?

What's one change you could make to better connect with them?



**Share your feedback  
on the session with us!**



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