

JASON DORSEY

The Gen Y Guy®

INSIDER SECRETS FOR SELLING TO GEN Y

Strategies to Get Gen Y to Buy Now, Supported By the Latest Data



A RESULTS-DRIVEN PROGRAM

- Reveals the little-known factors that determine Gen Y's buying decisions
- Shares how to best communicate with Gen Y buyers
- Delivers specific sales and marketing strategies that drive new customers, larger sales and ongoing referrals

YOUR CUSTOM PRESENTATION

Gen Y is not the future of the market. Gen Y is the present.

With \$1.3 *trillion* to spend this year alone, Gen Y will outspend Baby Boomers in 2017. Gen Y also has the least established brand loyalty, most pent-up purchasing demand and buys differently than any previous generation. Simply put, Gen Y is the future of almost every company.

In this solution-packed program, bestselling author Jason Dorsey reveals exactly how to sell to Gen Y from the perspective of an insider. He shares the latest data, proven strategies and debunks costly myths about Gen Y as consumers. This program delivers step-by-step actions proven to drive Gen Y sales now.

Contact Emily now to check Jason's availability and request a custom proposal

EMILY BOYD, VP OF SPEAKING SERVICES
[1 512-259-6877](tel:15122596877) or Emily@GenHQ.com

LEAVE THIS PROGRAM ABLE TO:

- Gain an entirely new perspective on Gen Y as consumers
- See what actually works to engage, market and sell to Gen Y now
- Implement specific actions that increase Gen Y leads, customer experience and referrals across multiple platforms

CUSTOMIZED FOR YOU

This presentation includes a confidential data review, multi-page handout and ready-to-use actions customized for fast results.

FORTUNE



THE VIEW

2020

60 MINUTES

THE WALL STREET JOURNAL
WSJ

JASON DORSEY

The Gen Y Guy®



Jason makes the complex topic of generations actionable and entertaining—without using PowerPoint.

Contact Emily now to check Jason's availability and request a custom proposal

EMILY BOYD, VP OF SPEAKING SERVICES
1 512-259-6877 or Emily@GenHQ.com

COLDWELL BANKER

"Jason's entertaining message was of great value to all 1,200 of our sales associates in attendance—and that ranged from Gen Y to Traditionalists! They left with actions they could use right away for selling across generations."

Jim Gillespie, Chief Executive Officer

HYATT HOTELS AND RESORTS

"Jason's presentation was absolutely perfect for our sales and marketing leaders. Our group was very international and Jason was a hit with everyone! Several of the attendees told me he is the best presenter they have ever seen. Because Jason's message is so strong, I plan to have him present at additional meetings this year."

Steve Enselein, Vice President Convention Services

MICRO SYSTEMS

"Jason was a huge success at our annual MICROS Users Conference. He took the time to understand our audience of technical professionals and delivered a powerful keynote address that truly struck a chord. I wish I had allotted more time than one hour for him to speak, and so did my attendees."

Louise Casamento, Vice President of Marketing

More testimonials at JASONDORSEY.COM

JASON RYAN DORSEY...

Known as The Gen Y Guy®, Jason has been featured as a generational expert on *60 Minutes*, *20/20*, *The Today Show*, *The View* and in *Fortune Magazine*. His unique speaking style combines the latest data and unforgettable stories with practical how-to.

- Bestselling author at age 18. Jason's bestselling books include *Y-Size Your Business* and *My Reality Check Bounced!*
- Won Austin Under 40 Entrepreneur of the Year Award at age 25—one of the youngest winners ever
- Received standing ovations from audiences as large as 13,000 and as small as 10 executives
- Thought leader for global media and confidential advisor to Fortune 500 executives
- Chief Strategy Officer at The Center for Generational Kinetics

