

JASON DORSEY

The Gen Y Guy®

SELLING ACROSS GENERATIONS

Specific Tactics that Drive Sales With Each Generation



A RESULTS-DRIVEN PROGRAM

- Reveals little-known secrets for selling to all four generations at the same time
- Transforms costly generational disconnects into profitable selling points
- Delivers ready-to-use marketing and sales tactics that increase lead generation, referrals and customer engagement

YOUR CUSTOM PRESENTATION

Never before have one generation's selling hot buttons been another generation's instant deal breakers. Knowing how to sell to each generation at the same time means the difference between fast growth and lost sales.

In *Selling Across Generations*, bestselling author Jason Dorsey exposes **new generational truths** that will change how you think about selling to each generation—through the lens of your own generation. Packed with ready-to-use actions, insights and the latest data, this presentation delivers results.

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:

- Understand each generation's buying mindset
- Learn how to quickly build trust across generations
- Act on proven strategies that drive customer experience, close sales and lead to instant referrals

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

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

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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

MARITZ

"When Jason Dorsey spoke to our internal team about creating the ideal cross-generational customer experience, he brought the group to their feet—literally. Jason is the perfect partner for any organization that is facing the generational challenge. He engages the audience at all levels."
Tenley Pastula, Operations Manager

SALON TODAY MAGAZINE

"Thank you for an outstanding presentation at our event! You were by far the conference favorite! They loved not just your message, but the energy and enthusiasm with which it was delivered."
Laurel Smoke, Editor In Chief

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

