

# JASON DORSEY

Acclaimed Keynote Speaker | Gen Z and Millennials Researcher

## THE HIDDEN DRIVERS OF MILLENNIAL CUSTOMERS

Never-Before-Seen Insights to Drive Millennial Sales, Marketing, and Loyalty



### PRESENTATION OUTCOMES:

- Learn the hidden ways Millennials make buying decisions, including *unexpected* insights that win sales fast
- Gain step-by-step actions you can use right away that fit your brand, marketing, and sales approach
- Leave inspired with frontline stories and practical solutions you can use the same day, whether you're a Boomer, Gen X, or a Millennial!

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### Contact Us for More Information:

Please contact Emily Boyd to check Jason's availability or to request a speaking proposal:

**Emily@GenHQ.com**

**512-259-6877**

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*Please note: Jason Dorsey is not available through speaker bureaus.*





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## ABOUT JASON DORSEY

- Bestselling Author at Age 18
- Featured on more than 200 TV shows
- President, The Center for Generational Kinetics
- Over 1,000 standing ovations

## PROGRAM CUSTOMIZATION

- Includes Jason's latest generational research from around the world
- Customized to your audience, event, and must-drive outcomes
- Presentation length ranges from a keynote to a full-day program

## PROGRAM OVERVIEW:

### UNLOCKING THE HIDDEN POTENTIAL OF MILLENNIALS AS CONSUMERS AND BRAND ADVOCATES

Millennials are the make-or-break generation for almost every brand, retailer, service provider, and sales leader. This includes Millennials as consumers, trendsetters, and B2B influencers and decision-makers.

**The challenge is Millennials communicate, shop, and buy differently than other generations.** In fact, what works with other generations can completely lose a sale with Millennials.

In this content-rich, example-filled keynote, the #1 Millennials expert, Jason Dorsey, shares exactly what you need to do to win with this generation. This has never been more important, as Millennials not only have the greatest lifetime value, but as Jason and his research team discovered: Millennials are also the #1 group to refer their friends (but not if you ask for a "referral"—Jason will explain in his presentation!).

**This high-energy program is packed with step-by-step examples** that answer all the questions sales professionals, marketers, and brand-builders have but can't find answered anywhere else. Your audience will leave fired up to put the solutions to use right away!

“ JASON DORSEY IS ONE OF THE MOST COMPELLING AND ENGAGING SPEAKERS I'VE COME ACROSS IN MY CAREER.

IN FACT, 'SPEAKER' DOES NOT ADEQUATELY DESCRIBE JASON, WHO IS EQUAL PARTS RESEARCHER, SOCIAL ANTHROPOLOGIST, AND ENTERTAINER. ”



Mercedes-Benz

- Stephen Cannon, CEO