

# JASON DORSEY

Acclaimed Keynote Speaker | Gen Z and Millennials Researcher

## MILLENNIAL CUSTOMERS MEAN BUSINESS

Solving the Millennial Sales and Marketing Challenge

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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.*

### PRESENTATION OUTCOMES:

- Learn the hidden ways Millennials make **buying decisions**, including the missing insight that wins or loses a sale
- Gain **step-by-step actions** you can use right away that fit your exact sales channel, brand, marketing, and uniqueness
- Leave motivated with frontline stories and practical solutions you can use the very same day to **attract Millennial customers**, no matter your own generation





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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 now the make-or-break generation for almost every brand, retailer, and service provider. And Millennials aren't just consumers and trendsetters, they're also B2B influencers and decision-makers.

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

This high-energy program is packed with step-by-step examples that answer all the questions sales and marketing professionals won't be able to find anywhere else:

- How do I drive Millennial leads and interest?
- Why don't Millennials respond to traditional sales techniques?
- What actions can I take right now to immediately drive more sales?

“ 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