

JASON DORSEY

Acclaimed Keynote Speaker | Gen Z and Millennials Researcher

SECRETS TO SELLING TO MULTIPLE GENERATIONS

The Fastest Way to Grow Sales Now

PRESENTATION OUTCOMES:

- Gain a completely new way to view **generational selling and marketing**, using frontline data to separate myth from truth
- Learn how to instantly **build trust, influence, and close sales** with multiple generations at the same time—and even in the same room
- Leave with **specific strategies** to drive ongoing leads, cross-generational sales, positive online reviews, and ongoing referrals across generations

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

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:

SALES SECRETS FOR SELLING AND MARKETING TO EVERY GENERATION AT THE SAME TIME

Sales leaders face the difficult challenge of selling and marketing to four different generations—at the same time. To close a sale, they must understand each generation and how they prefer to buy. If they don't, it can massively derail revenue growth.

This program solves that frustrating challenge. In his acclaimed keynote presentation, *Secrets to Selling to Multiple Generations*, Jason reveals what truly works to drive buyer interest, communication, trust, leads, and sales across every generation. And it's based on accurate, original data from his Ph.D. research team at The Center for Generational Kinetics.

Your team will leave this interactive keynote presentation with the tools, inspiration, and sought-after practical solutions they need to act right away to drive results. Also, they'll learn how to avoid the trap of selling and marketing to one generation while completely turning off the other three!

“ 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