

# JASON DORSEY

Acclaimed Keynote Speaker | Gen Z and Millennials Researcher

## ZCONOMY FOR SALES LEADERS

How to Market and Sell to Gen Z Consumers

### PRESENTATION OUTCOMES:

- Learn how **Gen Z views brands**, shopping, buying, influencers, salespeople, digital media, and much more!
- Separate Gen Z myth from truth on **what actually works** to drive engagement, relevance, excitement, and loyalty
- Leave with **specific actions** you can use right away to transform Gen Z consumers into trendsetters and advocates for you

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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

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## 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:

### GEN Z CONSUMERS ARE UNLIKE ANY OTHER GENERATION OF CONSUMERS

This new generation communicates, shops, buys, pays, influences, and refers very differently than brands have ever experienced before. This new Gen Z consumer reality is creating a massive challenge for brands, marketers, salespeople, and leaders, and a hidden opportunity—if you know the right strategies and tactics to use with this generation.

In this powerful presentation, **Gen Z Consumers Mean Business**, Jason Dorsey shares what works to get Gen Z to buy from you now through original research, behavioral insights, actionable solutions, and firsthand stories. This includes what inspires Gen Z to trust your brand—and salespeople—as well as what to do when you're marketing or selling to Gen Z but you're not a member of their generation.

Your audience will leave with numerous step-by-step actions they can implement immediately to drive leads, sales, repeat purchases, and so much more!

“ 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