

# GROW YOUR BUSINESS!

*10 Winning Strategies  
for the new Decade*



# Today's Challenges

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1. Information Overload
2. Branding & Influencing
3. Difficulty connecting across generations
4. New Business Development
5. Staying Relevant
6. Yesterday's Best Practices Don't Work anymore!



# 10 Winning Strategies

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1. *Correct Target Market & Cohort*
2. *Unique Value Proposition*
3. *Marketing across Generations*
4. *Selling in the “New Normal”*
5. *Replace Cold Calling with Warm Calling*
6. *Deliver what they REALLY want at light speed*
7. *Use Free as a Strategy*
8. *Replace Selling with Influencing*
9. *Take advantage of Technology*
10. *Hire a Gen-Z or Gen-Y*

# The 4 Generations

	Baby Boomers	Gen X	Gen Y "Millennials"	Gen Z "i-Generation"
Characterized as	<p>Driven to Succeed, ambitious, willing to work hard for goals</p> <p>22% minorities</p>	<p>Don't trust the system anymore, loyal to self, work-life balance</p>	<p>-Young, Impatient, Casual, flippant and plugged in</p> <p>-Politically correct accepts diversity</p> <p>-Self-Centered "Me" generation</p>	<ul style="list-style-type: none"> <li>Pragmatic Risk-takers</li> <li>Highly value authenticity</li> <li>Team players, Involved with the community</li> <li>Most Ethnically diverse gen. (50% minority)</li> </ul>
Year Born	1946-1964	1965-1981	1980- 1994	1995-2012
Age	55-73	38-54	ages 25-39	Age 9-25
Population	84 MM	68 MM	79 MM (31.5% in 2019)	32% in 2019
Name	Idealist Generation	Reactive Generation	Civic Generation "Snowflakes"	"I-generation" "Digital Generation"
Traits	<p>#1 Wealthiest Gen</p> <p>First gen with women in the workplace</p>	Layoffs & Pink slips	Largest Gen by 2016 Grew up with internet	<p>Digital Natives</p> <p>Grew up with social media/internet</p> <p>Cell phone addiction</p>
Environment & Culture	largest size generation	computer generation	Internet Generation, cause oriented, marry later in life	<p>Social Media Generation</p> <p>Supports movements (LGBTQ, Black/Hispanic/women rights)</p>
Challenged by	Getting ahead	divorce, less stable	Student debts, lack of jobs	Addicted to digital devices, trouble relating F2F

# 1. Correct Target

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- Profile your Buyers (Target Market)
- Understand in depth:
  - *Buying Patterns of their Cohort*
  - *How/when/where they grew up*
  - *How to get their Attention*
  - *How to Influence them*
  - *What Motivates them?*
- Precisely Match your product/services
- Tune regularly to stay relevant



## 2. UVP

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### ○ Value

- Individualized characteristics
- Recognized **improvement** from a product or service
- **3 Types of Value**
  - Intangible (not quantified)
  - Tangible (a number)
  - Concrete (a dollar amount )
- Answers question “Which Means”

# Connect the Dots

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## Their Problems

- Concerns
- Worries
- Issues
- Their "Ruin"



## Your Solution

- Your Unique Value Proposition



# 3. Marketing across Generations

	<b>Baby Boomers</b>	<b>Gen X</b>	<b>Gen Y "Millennials"</b>	<b>Gen Z "i-Generation"</b>
<b>Career Goal</b>	Stellar Career/driven	Work-Life Balance	Blends life & work	Start their own business, "influencer"
<b>Drivers</b>	Material Things/\$\$\$	Transferable career	Career must "count"	Live on the global information highway & learn fast. Tech savvy
<b>Values</b>	wealth/materialistic	self-centered, "me"	collaboration/meaning , very frugal	Less frugal. Concerned with social issues and the environment
<b>Screen focused on?</b>	television	Desktop computer	cell phone/tablet and laptop	Splits attention seamlessly across 5 screens: smartphone, TV, laptop, desktop, tablet
<b>What watching</b>	Network "Big 3" channels	Cable/Satellite TV, computer display	Cable tv /Instagram/playing online games, tablets	YouTube, Vine, snapchat, Instagram and Tumblr. Processes at light speed multiple platforms
<b>Interpersonal</b>	prefers F2F direct or phone	F2F, phone, email, networking	prefers digital, avoids live F2F interaction, loves texting	Shorter attention span than millennials, distracted by cyber connections constantly
<b>Ideal Sales Model</b>	Solution sales/traditional	Value-Based Selling	Unique Value Proposition (UVP) and Marketing Blend	Influence with Social media, twitter, Instagram. Use videos, branding, "Likes", WOM and reputation sites
<b>Channels use to Influence</b>	Print, magazines, radio, television	Phone, email, business groups	Texting, YouTube videos, valuable content	Twitter, Instagram, video links, viral social media marketing, "likes"



# Selling Tips for Gen Z

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- Replace Selling with “Influencing”
- They live on Social Media
  - *46% of waking hours on cell phone*
  - *Leverage user-generated content (UGC)*
  - *Entertain and Dazzle them with superior design and technology*
  - *Leverage VIDEO, they rarely use voicemail or email*
- 7 Seconds Attention Span, FOMO (fear of missing out). Sell Quickly!

# Selling Tips for Old Folks

## *(Baby Boomers and Gen X)*

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- Traditional Sales Methods
  - *Print Advertising (e.g. SkyMall, WSJ)*
  - *Phone Calls, E-mail campaigns*
  - *Television Advertising/Branding*
- Solution Selling, link to Brand Names
- Driven by Getting Ahead
- Stress profits, ROI and Wealth
- Marketing Campaigns to Desktop, not Mobile



## 4. Selling in the “New Normal” \*

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- Sales Today are Customer Driven
- Buyers **already know** about your products by research on the WEB
- Buyers want to know how YOU can make them successful?
- Buyers want to know **WIFM?**
  - *“What improvement in my business will I see from using your product?”*

\* *MIT Sloan School of Management*

# Snap Factors\*

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- Is it simple?
- Is it relevant?
- Is it a priority?
- Is it valuable to me?
  - *Remember: they are evaluating YOU, not your firm*

\* Jill Konrath, "Selling to Crazy Busy People."

## 5. Replace Cold Calling with Warm Calling

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- Do your Research!
- Cultivate Warm Referrals
- Use LinkedIn to Connect
- Script the Calls for Max Impact
- 7 Second Window (phone or email)
- Use Texting to Stage your Calls
- Track Results with CRM

## 6. Deliver at Light Speed

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- It's an Instant Gratification world
  - Amazon Prime
  - Movies/Video on Demand over Web
  - Electronic News Real-time Feeds
  - Food & Grocery Delivery in minutes
  - On-line Dating
- Customers will NOT tolerate delays

# 7. Use Free as a Strategy

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- Let them try it out for Free
  - Movie Trailers & Free Previews
  - Free Basic CRM (SFDC & most vendors)
  - Pilot Programs, proof-of-concept
  - Razor is free, charge for the blades
  - Printer is almost free, charge for ink
- Consultants: Give away what and why, but charge for the HOW

# 8. Replace Selling with Influencing



**HOW TO USE  
INTERNET INFLUENCER'S  
TO MARKET YOUR PRODUCT**



**#TRADEVISER**

**#STARTUPLIFE**



# 9. Take advantage of Technology

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- Keep up with the latest technology, social media and “buzz”
- Use an influencer to make you go “Viral”
- Generate user-defined media
- Use Twitter, YouTube, LinkedIn, SnapChat and all other popular social media tools
- Podcasts can appeal more than books
- Short videos carry your message best



# 10. Hire a Gen Y or Gen Z



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# To Your Success!

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Lighthouse Consulting Services, LLC  
Patrick McClure, Sr. Sales Consultant  
patrick@lighthouseconsulting.com  
Office: 310-453-6556 x415



Author of

*"Precision Selling: 21 Winning Strategies to Achieve Peak Performance,"*  
*"Find Lost Revenue" and "You can't win the game without Cheerleaders"*