

Welcome Selling and Communicating with Different Generations



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TOPICS

The different generations

Best communication practices

Final tips

PEOPLE ARE NOW LIVING LONGER; NEARLY 80% OF THE POPULATION NOW LIVES PAST THE AGE OF 65.

Thought #1
The different generations



A few defining CHARACTERISTICS

- Nuclear family/marry young
- → Patriotic
- Work hard and follow rules
- Conformity = success
 - → Women enter the work-place

YES!





ONCE FINANCIALLY CONSERVATIVE, THEY ARE NOW WILLING TO SPEND MONEY ON THEMSELVES.

Social Community

Privacy but a sense of belonging Social order with formality Value their "stuff" In person relationships



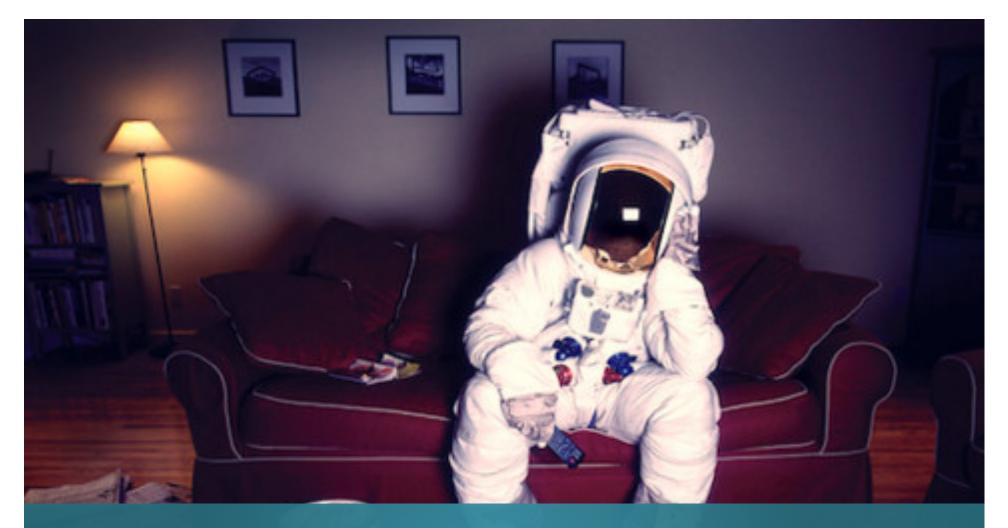
A few defining CHARACTERISTICS

- → Social change and pride
- Public protesting
- Reform and rebellion
- → Hippies/Woodstock
- Civil Rights Movement

BOOMERS NEED CONVENIENCE. THEY ARE BUSY JUGGLING KIDS, PARENTS, AND JOBS. CAPTURE THEIR ATTENTION IN SECONDS.

Social Community

Work is a personal fulfillment Fight for a cause Competitors that love change



Gen X: Early 60s-70s MTV, AIDS, Sesame Street, Divorce

A few defining CHARACTERISTICS

- → High divorce rate
- → Peer pressure
- → On their own TV
- → 80s recession
 - → Home computers

DEMAND AN HONEST, STRAIGHTFORWARD APPROACH AND EXPECT YOU TO DELIVER. BURN THEM ONCE, LOSE THEM FOREVER.

Social Community

Value quality of work life and work smart
Trust must be present
Independent, entrepreneurial spirit



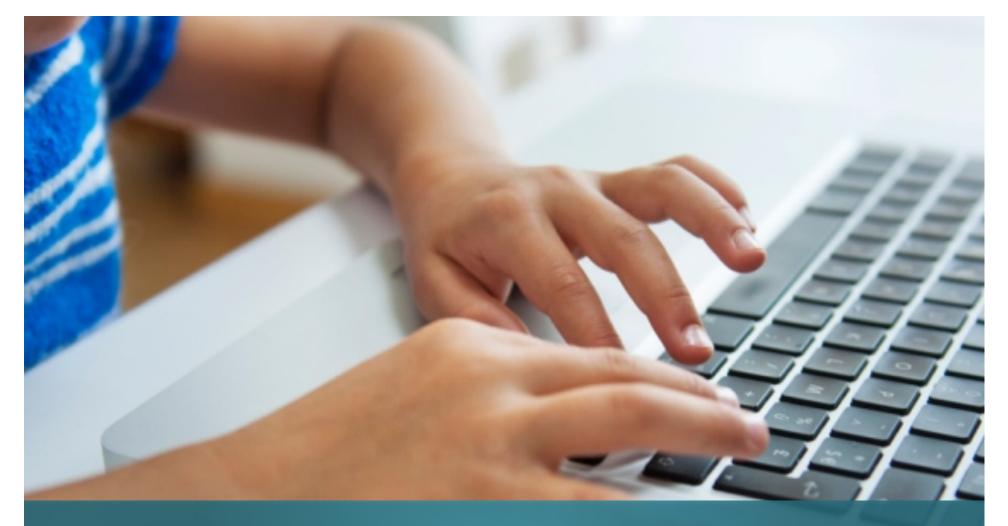
A few defining CHARACTERISTICS

- Economic growth and wealth
- → Team building
- Coddling and feedback
- → Social media
- Tech dependent in information age

THEY ARE ATTRACTED TO BRANDS AT AN EARLY AGE AND ASSOCIATE BRANDS WITH CUSTOMER SERVICE.

Social Community

Diversity and collaboration
Interactive relationships
Positive outlook



GEN Z: Early 2000s - Present

ncreasing fragmentation

Thought #1

Best communication practices

Match formality to culture

Use multiple communication channels

Individualize your approach

Understand value differences

Be aware of motivating factors

Ask. Never assume.

Thought #3
Final Tips

BEHAVIOR



DEVELOP YOUR <u>UNIQUE</u> CORE MESSAGE

THE VALUES WE DEVELOP WHEN WE ARE YOUNG INFLUENCE WHAT WE BELIEVE AS ADULTS AND PREDICT HOW WE WILL RESPOND TO LIFE.

TAKEAWAYS

The different generations

Best communication practices

Final tips

SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

- Ratings & Reviews
- Resident Surveys
- Apartment Mystery Shopping
- Reputation Management Strategy
- Training & Coaching

Thank you! Want to learn more?

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Register at epmsonline.com

Upcoming Webinar



Managing Negative Feedback and Online Trolls

Thursday, Feb 25 1:00 PM – 1:30 PM CDT