



# MILLENNIALS

## Your Clients, Not Your Kids

## Are You Selling In The Now?

**Your customers and sales force have changed.  
Yesterday's sales techniques don't work Now.**

- Are you still selling, recruiting and coaching the way you did 5 years ago?
- Are you losing competitive advantage by not leveraging the Millennial marketplace and its potential?
- Are your sales down and you're not sure why?

**Millennials** - the largest generation in our workforce - make up the majority of your potential buyers and sales talent pool. Yet most sales leaders don't tap into this rapidly expanding marketplace because they don't know enough about Millennials nor how to **Sell in the Now**.

Presented by **Suzanne F. Kaplan**, Millennial expert, and **Rich Lucia**, sales consultant, **Millennials: Are You Selling in the Now?** is audience customized and available from a one-hour keynote to a half-day seminar.

C-suite and sales leaders, managers and team members will gain tools:

- To leverage the Millennial mindset, characteristics, motivators and behaviors for increased revenue generation.
- To produce superior results with Millennial clients and your salesforce by utilizing Selling in the Now techniques.
- To regain your competitive advantage in our rapidly changing environment.

**For information or to book a revenue increasing presentation, contact Suzanne Kaplan at [suzanne@talent-balance.com](mailto:suzanne@talent-balance.com) or call 610-827-9114.**

*This presentation frequently qualifies for continuing education credits.*



**Suzanne F. Kaplan**

President of Talent Balance, Suzanne is a top-rated speaker and leadership trainer who specializes in solving multigenerational challenges for increased performance and profitability. [www.talent-balance.com](http://www.talent-balance.com)



**Rich Lucia**

As a Business Development Specialist, Rich is a "turnaround" sales executive whose experience spans corporations, start-up companies and non-profits. [www.RichLucia.com](http://www.RichLucia.com)

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