

Business-to-Business Selling

and The Emerging Generations

Business-to-business selling is being transformed by the emerging generations. How about yours?

There's no doubt about it. With billions in purchasing power and access to boundaryless information, these young consumers have learned how to shop and spend from an early age. Now they are applying this savvy to the business marketplace. Possessing technology, impatience, and an expectation of 24/7/365 convenience, they are challenging most current marketing conventions. They make faster buying decisions and expect you to anticipate their needs even before they know they have them.

Your continued sales success depends on tailoring products and programs to the mindset of these fickle and demanding young buyers. Attend this session and walk away with a passel of proven strategies for connecting with this new generation of buyers and the way they'll do business.



- How to remain connected to the "don't call me, I'll text you" young customer.
- Why product and industry education is critical to young business customers and how to deliver resources that will establish and seal long-term relationships.
- How to sell successfully to the customer who has no desire for a sales relationship. Successful business-to-business strategies for penetrating today's technological sales wall.
- Five key questions to ask every emerging business customer.
- How to create a powerful on-line business-to-business presence within the next 90 days.
- How "sucks" could be damaging your brand among young customers and what to do in response.
- How to cope with "menu-driven" customer demands while increasing your sales at the same time.
- How to benefit from Millennial electronic social habits to increase sales traffic.
- How to use our customer touch-point model to make your organization measurably more appealing to young business customers.

The bottom line . . .

Emerging business customers are revolutionizing business-to-business sales. Firms first in addressing this in any industry will gain a significant advantage on their competitors.

To check availability . . .

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What others are saying...

"FASTSIGNS is all abuzz about Bob!"

Claire Billingsley
FASTSIGNS International

"I know you had the attention of our members because I heard you quoted time after time throughout the rest of the convention."

Donna Stollfus
Rocky Mountain Association of Fairs

"You were a terrific success. Judging by the questions and number of people taking notes, your comments were right on target."

Henry Bergson
National Electrical Manufacturers
Representatives Association

"You definitely struck a chord with the audience. Excellent Job!"

Georgia Foley
Specialty Tools & Fasteners Distributors
Association

"I'll bet I had 15 people come up to me and express appreciation for what you shared."

Harry Norris
National Confectioners Logistics Council

About your presenter...

Bob Wendover has been researching and writing about workforce transition issues for more than 25 years. He is the award-winning author of *Business-to-Business Selling and the Emerging Generations*, *Crossing the Generational Divide*, *High Performance Hiring*, *Recruiting for High Performance*, *Two Minute Motivation*, and *Figure It Out!*, among other publications. He appears regularly in national and local media and has conducted more than 1500 seminars and workshops. But he's no "sage on the stage." He was conducting interactive keynotes way before the term was coined. That's the type of session at which Bob has become a master. He's spoken everywhere from the towers of Wall Street to the outback of Alaska. He will entertain you. He will inform you. But most important, he will provide tailored solutions that are easy to implement.



Bob Wendover

Clients Include

- Alegent Health
- American College of Healthcare Executives
- Association for Manufacturing Technology
- Chevron USA
- Children's Hospital Association
- Citigroup
- CITGO
- Colorado Rockies Baseball Club
- Construction Users Roundtable
- Dairy Queen
- Dematic
- Deutsche Bank, NA
- Energy Generation Conference
- FASTSIGNS
- First Trust Corporation
- IBM
- Idaho Power Company
- IGA -Supervalu
- Intel Corporation
- Kaiser Permanente
- KPMG
- Major League Baseball
- McLane
- Mighty Auto Parts
- Otter Tail Power Company
- Parker Hannifin
- Providence Health
- Salt River Project
- Sartorius
- Shell Oil
- State Farm Mutual Insurance
- Super 8 Motels
- University of Industrial Distribution
- Westar Energy
- And numerous associations, government agencies and educational institutions.