



# How to Successfully Work with Individual Generations

## QUICK REFERENCE GUIDE

MILLENNIALS	GENERATION X	BABY BOOMERS
<p><b>Be all digital</b> – they access everything online: information, people, products, etc.<sup>1</sup></p> <p>✔ Use technology in all interactions including communications, during the sale. Also provide useful digital resources to them along the way</p>	<p><b>Initiate research</b> – they make decisions based on facts, data, reviews<sup>5</sup></p> <p>✔ Support their educational needs and substantiate your claims with data, stats, research by offering variety of non biased sources</p>	<p><b>Make it personal</b> – they want to develop personal relationships in both personal and professional lives<sup>9</sup></p> <p>✔ Create face to face opportunities together to know as much about them as you can – family, interests, birthdays, etc)</p>
<p><b>Desire instant gratification</b> – everything needs to be quick and easy<sup>2</sup></p> <p>✔ Provide useful resources regarding their financial concerns such as calculators, checklists, online quoting tools</p>	<p><b>Take control</b> – they prefer to be in the driver’s seat in making decisions<sup>6</sup></p> <p>✔ Offer multiple scenarios and consider worst case scenario options that offer a way out for maximum control</p>	<p><b>Exhibit professionalism</b> – they appreciate experience, accreditations, credible company reputations, brands, etc.<sup>10</sup></p> <p>✔ Acknowledge both yours and your client’s credentials, experience and success as well as affiliated company credentials</p>
<p><b>Seek membership</b> – they gravitate towards groups while striving for independence<sup>3</sup></p> <p>✔ Include the group in prospecting, but take the time to focus on each individual needs. Leverage online tools such as Life To The Max to demonstrate the ability to see individual scenarios.</p>	<p><b>Evaluate viability</b> – they are very practical and prefer quick results<sup>7</sup></p> <p>✔ Be brief, be brilliant, be gone, meaning be efficient and don’t waste their time - focus on results</p>	<p><b>See the big picture</b> – they like to have a long-term plan<sup>11</sup></p> <p>✔ Recommend a tailored long-term plan that is specific to their personal needs/situation</p>
<p><b>Value transparency</b> – they value honesty and have a low tolerance for inauthenticity, just be yourself to win them as a client and a referral<sup>4</sup></p> <p>✔ They value honesty and have a low tolerance for inauthenticity, just be yourself to win them as a client and a referral<sup>4</sup></p>	<p><b>Remain connected</b> – they are big online buyers<sup>8</sup></p> <p>✔ Use technology to empower decision making; provide online education, tools, test drives, etc.</p>	<p><b>Desire a team</b> – they like contributing to a team effort<sup>12</sup></p> <p>✔ Focus on common goal and how your recommendation will add value – you are on their team</p>

Policies issued by American General Life Insurance Company (AGL) except in New York, where issued by The United States Life Insurance Company in the City of New York (US Life). Issuing companies AGL and US Life are responsible for financial obligations of insurance products and are members of American International Group, Inc. (AIG). Products may not be available in all states and product features may vary by state. Guarantees are backed by the claims-paying ability of the issuing insurance company.

FOR FINANCIAL PROFESSIONAL USE ONLY- NOT FOR PUBLIC DISTRIBUTION

© AIG 2018. All rights reserved

- 1) National Chamber Foundation: The Millennial Generation Research Review, 2012; Combined Benefits United: How To Sell Life Insurance To Millennials, 2017
- 2) Boston Consulting Group: The Millennial Consumer, 2012
- 3) Forbes: Sneakernomics: Marketing With Millennials, 2014; Forbes: 2015 Is The Year Of The Millennial Customer: 5 Key Traits These 80 Million Consumers Share, 2014
- 4) Entrepreneur: How to Motivate Millennials, By Millennials, 2016; Boston Consulting Group: How Millennials Are Changing the Face of Marketing Forever, 2014
- 5) AZ Central: Generation X Consumer Behavior, 2017
- 6) CNBC: Gen X investor need advisor help, 2014
- 7) GenLink: Understanding & Building Relationships with each generation, 2017; RefuseOrdinary: Why Gen X Hates the Way You Sell, 2017
- 8) Business Insider, Gen X and baby boomers present a huge opportunity for online retailers, 2015
- 9) Collaboration with Glip: 5 Tips for Better Communication with Baby Boomers, 2017
- 10) USAN: How to Show Customers Respect: The Baby Boomer Edition, 2016
- 11) FoxBusiness.com: Robo-Advisors ‘All The Rage’ But Boomers Sticking With Humans, 2016
- 12) First Clearing: What does financial advice look across the generation?, 2016