



MAURER CONSULTING GROUP

Business Strategies for the Design Industry

The Changing Marketplace: Communication & Sales to the Generations

Have you noticed it's not as easy doing business today as it was some years ago? Do all of your customers today seem focused on making your life miserable? Does it feel like being in business is just becoming too much trouble and takes too much effort to achieve success? Remember when you thought it was fun to be in this industry?



Don't worry. Odds are it's not just you. We are all trying to survive and be successful in a rapidly changing marketplace. Those who have been in the sales arena for a long time have noticed that sales tactics, systems and procedures that used to insure a high level of sales just aren't doing the trick anymore. In addition to myriad outside influences on your business, the customer base really is changing. Today's market now represents four separate and very different generations. You are correct thinking that how you operated in the past is not working anymore, especially not with the new, younger customers. Join **Terri L. Maurer, FASID**, for an informative program focused on how to operate successfully in this new business arena.

Who Should Attend?

Anyone in the sales industry facing this new, diverse customer base will benefit from this program. Whether you are encountering these new customers directly in a retail environment, or calling on 'middleman' customers and distributors, it helps to learn about and understand each of these distinct generations: Traditionals, Baby Boomers, Generation X and Millenials.

Course Objectives:

- Learn about each generation: Traditionals, Baby Boomers, Generation X, Millenials
- Learn the value systems that guide each of the four generations.
- Learn what makes each generation 'tick' as individuals.
- Learn communication skills two effectively improve relationships with each generation.
- Learn how each group prefers to be 'sold' on your product or service.
- Learn new approaches that will be welcomed by your customers.

For More Information:

For more information regarding this or other business programs, or to schedule programs for your organization, contact: speakers@maurerconsultinggroup.com.

Comments From Neocon `07

"Very good speaker. A lot of help to me in my sales"

"Pretty fun and interesting learning about people of all ages. Much learned to help salespeople!"

"Great program! Very helpful for me as a GenXer just getting started in office supply sales."



Terri L. Maurer, FASID

Terri L. Maurer, FASID, is president of Ohio-based Maurer Consulting Group (MCG), a strategies group focused on helping clients plan for and implement their unique vision of success. Following a logical path of discovery and development, a road map to your organization's success is created.

NCIDQ certified since 1983, Maurer earned her degree in Interior Design from Kent State University. Maurer has nearly 30 years of commercial interior design and business experience in a number of different business models.

A past national president of ASID, Terri is a nationally and internationally recognized speaker and educator on business planning, strategic planning, marketing and generational diversity.