



2016 FPSA SALES CONFERENCE

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**Baby Boomers and Millennials...
Bridging the Gap**

Older generations are constantly trying to understand the “millennial.” What makes them tick? How do they operate in the workforce? Why are they always on their cellphones? How can they possibly have 1,000 friends on Facebook?! The answer is simple: millennials live in a sharing economy.

In September over 125 sales and marketing professionals from the food processing suppliers community will gather in Chicago on September 19-21 to discuss best practices in the modern sales environment at the [FPSA Sales Conference](#).

Topics will range from top B2B selling mistakes, to social selling for sales leaders to negotiation tactics to how to increase sales with drip marketing and retargeting.

Michael Nick, Author/Principle of ROI4Sales will address the topic of how Boomers and Xer's and Millennials must learn to compliment one another's sales styles in order to progress as a business.

Dolores Alonso, Senior Director of Business Development and Membership, sat down with Michael to ask him about the melting pot of generations in the workforce at this time.

DA:

Michael you talk about a set of misappropriated myths that perpetuate a sometimes difficult work situation – can you explain that they are?

MN:

I think the biggest myth is “Millennials are lazy, distracted, and not engaging.”

These are three of the most common things I hear about millennials. I need to remind you first, they are digitally native, don't really understand or care about time, mostly digital communicators, most educated generation, and believe it or not, their parents matter to them.

That being said, you have to understand millennials want to matter. They want to understand what their contribution is to the bigger picture. What that means is that if they don't understand this, their work will seem unimportant, and therefore not up to the standards a baby boomer for instance would expect. This could easily be construed as being lazy.

As for being distracted, yes they are digitally native and care little about time. As a baby boomer we believe you are paid to do a job. You show up on time, do your job, get paid, and go home. Millennials don't think like this. Their whole life they believed work happiness is important, and it doesn't matter when the work gets done. They therefore want to do the work, on their time. And while doing it, they want to multitask. Millennials are great multi-taskers. They are usually on their phone, watching TV, and playing a game on a tablet. Their work life is the same, they want to multitask. They are okay with the task at hand, while checking Facebook, and texting. This is not a distraction; it is how they work. You may consider short breaks more often...call them social media breaks.

Finally, not engaging. First of all, as a baby boomer it is our fault. We raised them. Putting that aside, they are engaging. Well sort of. They are digitally engaging. Notice I mentioned on their phone on social media, and texting simultaneously. If you want success with millennials use your cell phone and text them, email them, and talk through social media. And don't forget to use please and thank you. Millennials are very educated and great communicators. They just want to communicate and collaborate digitally.

Finally, they respect their parents. (who are likely boomers). So they are not trying to be disrespectful, they are just different in how they communicate and collaborate.