

Discover the Next Generation of People Performance

As pioneers since 2003 in providing solutions for managing generational differences in the workplace, *n-gen* is the partner of choice for industry leaders. By addressing issues related to generational diversity in the workplace, agencies, departments and teams have become more targeted in responding to the values, expectations and motivations of all four generations, thereby increasing employee engagement and maximizing the benefits of a diverse workforce.



n-gen has worked extensively with the private and public sectors, including grocery, clothing & shoe retailers, Fortune 500 companies, and numerous federal and provincial ministries.

More than 25,000 people have benefited from *n-gen's* expertise, by attending a workshop or a presentation. Over 8,000 managers have been trained on how to lead, manage and engage their multigenerational teams.

n-gen's training programs, e-learning, and consulting services provide people managers at all levels, from front line to the executive level, the strategies and techniques needed to maximize the skill sets of all four generations and to improve team, customer service and sales performance.

Four Generations of Customers: How to Boost Sales™

Audience: Sales associates & sales managers

Half-Day Workshop

Sales teams face the challenge of effectively selling your organization's products and services to different types of customers. Your customer base, more than likely, is comprised of four generations (Traditionalist, Baby Boomer, Gen X and Gen Y). Each of these customer groups possess unique identities and expectations of how they expect sales people to interact with them. It is important for sales representatives to tap into the values, expectations and buying motivations of each generation in order to increase levels of customer engagement. High levels of customer engagement lead to sales. The objective of this workshop is to provide concrete tips and techniques for how to apply a generational approach to the sales process. Participants leave the session having solved a sales challenge and having analyzed how their current sales process can be improved.

Key Topics:

- ✔ Key characteristics and values of the four generations
- ✔ How generational identities translate into different behaviours as they relate to authority and work styles
- ✔ Generational perspectives of customer loyalty
- ✔ Layering on a generational perspective to the sales process
- ✔ Solving an individual sales challenge

Four Generations of Customers: Improving Service Excellence™

Audience: Customer service, sales associates & managers

Half-Day Workshop

The clients and customers you serve are likely from all four generations (Traditionalist, Baby Boomer, Gen X and Gen Y). Each customer group possesses unique identities and expectations of customer service. It is important for customer service and sales representatives to learn how to deliver exceptional service according to how the customer expects to be served, rather than how the rep would like to provide service. It is only by being able to exceed customer expectations that organizations will be able to build strong brands and relationships. The objective of this workshop is to build concrete behaviours that improve service to a multigenerational customer base. We determine concrete tips and techniques that will improve service excellence from a generational perspective.

Key Topics:

- ✔ Key characteristics and values of the four generations
- ✔ How generational identities translate into different behaviours, as they relate to authority and work styles
- ✔ Generational expectations of service excellence
- ✔ Tips & techniques to improve customer service to all four generations

E-learning Course

Four Generations – Four Approaches to Work


Run Time: 25-minutes

Features: Animation, videos, interactive questions, knowledge checks

This highly interactive two-part e-learning course is the most effective way to raise awareness of generational diversity across a team or department. It is designed to educate and inform all team members on how to apply tips and techniques to maximize collaboration within a diverse multigenerational team.

Key Topics:

- ✔ Life-defining events that shaped each generation's identity
- ✔ Generational behaviours and expectations as it relates to loyalty and work styles
- ✔ Five Tips for Effective Team Collaboration



Sign up for our e-learning course in the next 30 days and receive 10% off!

Use coupon code: 21024

www.ngenperformance.com

Visit our website to learn how you can join our Generational Advisory Council!



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