

The Millennial Secret

Sales Coaching the "Me" Generation for Profitable Results

Millennials--the largest generation in the U.S. workforce--are the future of your sales force. Attracting, retaining and coaching them to be star performers is difficult given their different attitudes, behaviors and motivators. Consider:

- **Good sales coaching can drive up revenues by 20% or more**
- **Sales Managers should spend 25-45% of their time coaching, but often don't**
- **Traditional coaching models aren't effective in sales, let alone with Millennials**

Suzanne F. Kaplan and Barbara Ann Sharon bring their extensive leadership and coaching experience together for sales leaders, managers and team members. We'll work with you so you don't ever have to say, "I don't know how to coach this Millennial generation!"

- **TLDR (Too long, didn't read) – Coaching Millennial Sales Professionals**
Newsflash: Incentive compensation is not the most important thing for the ME Generation! Gain powerful insight into what makes Millennials tick and learn the Before-During-and-After call strategies to maximize Millennial sales performance. (1-hour interactive keynote presentation)
- **SLAY – Achieve Something Spectacular with Millennials**
Discover how to inspire Millennial behaviors. You may be asking, wanting and providing the opposite of what this generation needs for sales success. This program gives specific leadership coaching actions. (1/2 day program)
- **The WORX – Ultimate Coaching to Accelerate Millennial Skills**
Build or refresh your coaching skills with a focus on working with Millennials. Learn the 4-step model for coaching and the secret to being a successful coach with this strong and "ready to make a difference" generation. Discover how to influence their contribution to high sales performance. (1-day workshop)



Suzanne F. Kaplan

President of Talent Balance, Suzanne specializes in teaching audiences how to increase workforce performance through multigenerational integration.



Barbara Ann Sharon

Chief Learning Officer of Training Edge, a training and development company focused on creating high performing generational teams, strong leaders and star performers.

