**Ryan Jenkins, Sync Learning Experiences**

**Marketing and Selling to Millennials and Gen Z: Earn the Attention, Trust, and Business of Next Generation Buyers”**:

**Overall Theme**

Ryan Jenkins focuses on how to **connect with, influence, and convert Millennials and Gen Z** by adapting your marketing, sales, and customer experience to meet the expectations of these digitally native, value-driven generations. We should be changing considering the evolving landscape of work.

The state of connection worldwide:

* 90% of employees suffering from isolation or disconnection say they would not tell a supervisor. We are not finding company at our company.
* When team connection is high:
  + Recruiting recommendations go up 167%
  + Job Performance goes up 56%
  + Retention goes up 33%
  + Connection is an extremely valuable workplace currency

**Who Are Millennials & Gen Z?**

**Millennials (born ~1981–1996)**

* Value **experiences over things**
* **Digitally savvy** but still remember analog
* Seek **purpose, flexibility, and transparency**
* Influenced by **peer reviews** and social proof

**Gen Z (born ~1997–2012)**

* True **digital natives**
* Have **shorter attention spans** (approx. 8 seconds!)
* Expect **instant access** to info and products
* Very **diverse- and value-conscious**
* Prefer **authenticity and speed** over polish and perfection

**Key Strategies to Market & Sell Effectively**

**1. Earn Attention Quickly**

* Use **visual, punchy, mobile-first content**
* Hook them within the first **3–8 seconds**
* Think in terms of **thumb-stopping content** (scroll-proof!)
* Attract using authority

**2. Lead with Value and Purpose**

* These generations ask: **“What’s in it for me and the world?”**
* Connect your product/service to **a bigger mission**
* Show how you’re contributing to **social or environmental causes**

**3. Be Transparent and Authentic**

* Ditch the corporate-speak and perfect scripts
* Use **behind-the-scenes content**, **real employees**, and **customer stories**
* Be willing to show **imperfections** – it builds trust
* Trade telling for showing

**4. Empower with Information**

* They do their own research. Be ready.
* Provide **easy-to-find, honest, detailed content** (videos, FAQs, reviews)
* Equip your team with **consultative selling skills**, not just product pitches

**5. Make it Easy to Buy**

* Streamline your **digital experience**
* Offer **multiple communication channels** (text, chat, email, etc.)
* Think Amazon/Uber: frictionless, fast, and mobile-friendly

**6. Harness Peer Influence**

* Encourage and highlight **user-generated content** and **reviews**
* Use **influencer partnerships**, not celebrity endorsements
* Enable easy **referrals and sharing**

**7. Personalization is Power**

* Use data to **customize messaging, timing, and offers**
* These generations expect brands to **know who they are** and **anticipate needs**

**There is a new sales process driven by Gen Z**

1. Needs Analysis
2. Attract Buyers
3. Buyer approaches Seller
4. Present Solution
5. Close

This is different from the old method; Prospect🡪Approach🡪Needs Analysis🡪Solution🡪Close

**Mindset Shifts for Businesses**

* **Stop pushing—start attracting.**
* **For the first time ever, new generations have knowledge and skills older generations do not have.**
* Treat every touchpoint as a chance to build **relationships and trust**.
* Communication and connection are not the same thing. Communication is dealt; connection is felt.
* Move from **“sales funnel” to “loyalty loop.”**
* Prioritize **experience > product**.
* **Recruiting across generations** – The 3 must haves are: 1. Better Boss 2. Brighter Future 3. Bigger Vision that connects work with impact (These are now conditions of employment)
* **Over 60% of Gen Z say job applications should take less than 15 minutes, many others say less than 5 minutes**.

**Notable Quotes & Concepts**

* “The experience *is* the marketing.”
* “Attention is the new currency—spend it wisely.”
* “Gen Z wants to co-create, not just consume.”
* “If your brand isn’t mobile-friendly, it’s invisible.”