

THE GENERATIONAL SELLING GAP.

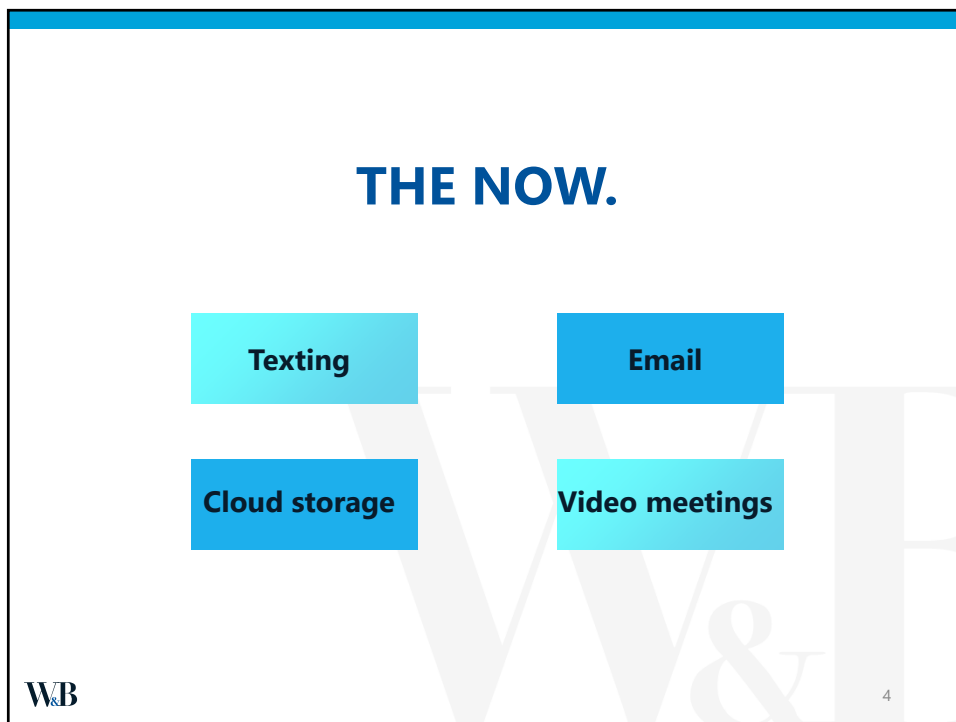
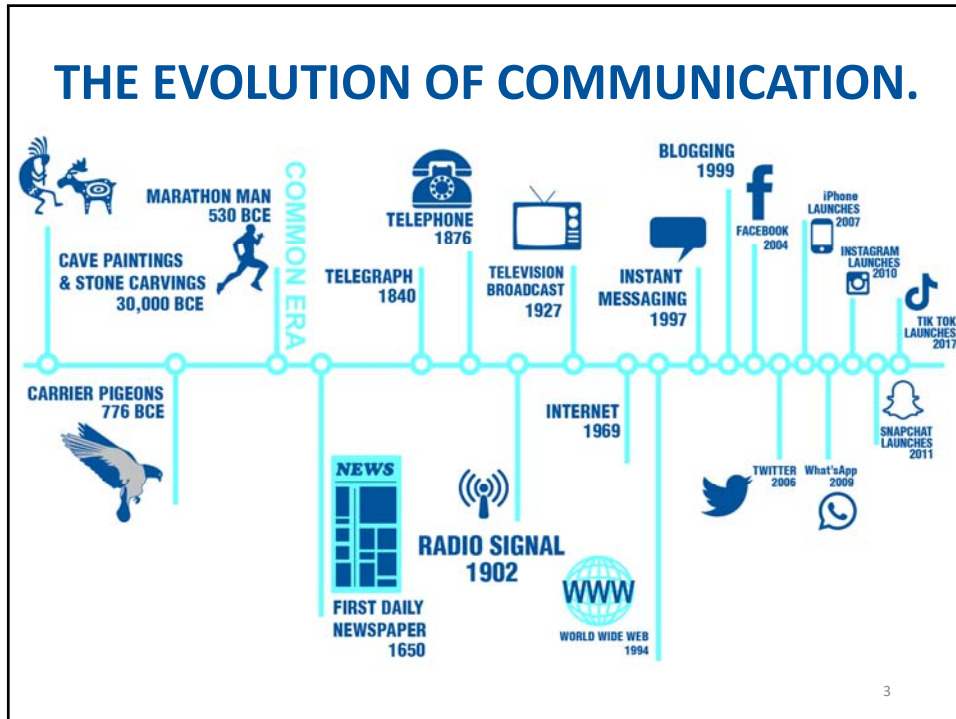
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THE BEGINNING.

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DIGITAL HIEROGLYPHICS.



They're great on social media
They make you more personable
They're professionally acceptable
They soften bad news
They make you more likeable
They're fun
They make people happy

It's all about making a connection.

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THE EVOLUTION OF HOW WE GET SERVICES.

THEN	NOW
	  Postmates 

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HOW WE GET SERVICES TODAY.



Quoting



Mobile quoting



HEAL.com



Oscar Health

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HOW WE GET SERVICES — EVEN FASTER.

It's expected
It's necessary
It's not enough to just be fast

How can the insurance industry deliver fast and high quality services?

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COMMON GENERATIONAL NAMES IN THE U.S.

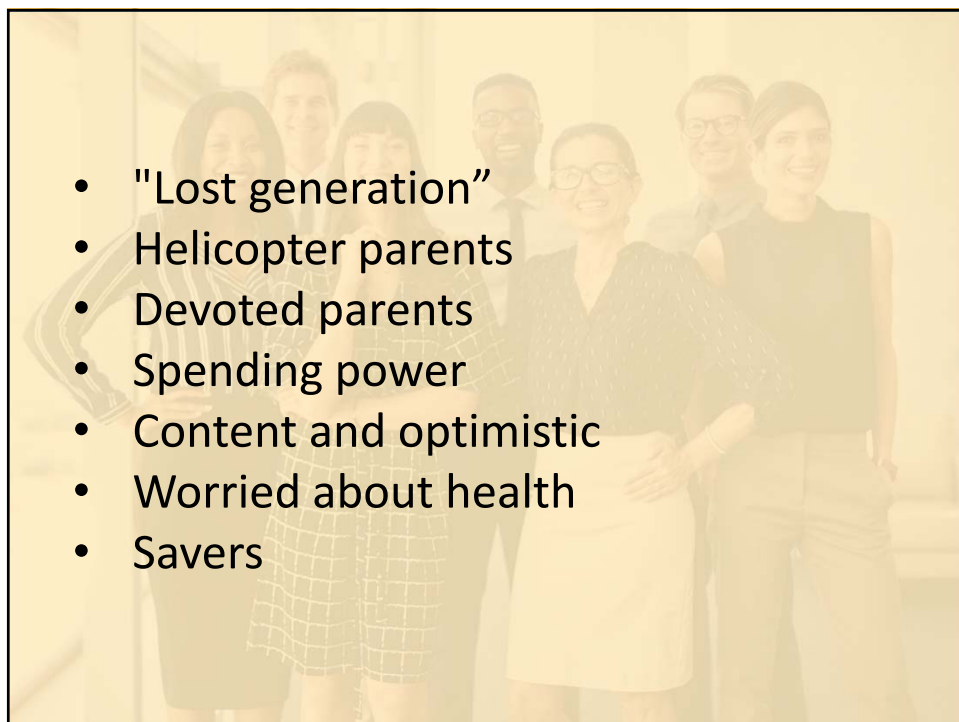
<p>GEN Z</p>	<p>MILLENNIALS</p>	<p>GENERATION X</p>	<p>BABY BOOMERS</p>
Late 90s to 2010s Gen Z, iGen, or Centennials	1980 to late 90s Millennials or Generation Y	1965 to 1979 Thirteeners or Generation X	1946-1964 Baby Boomers

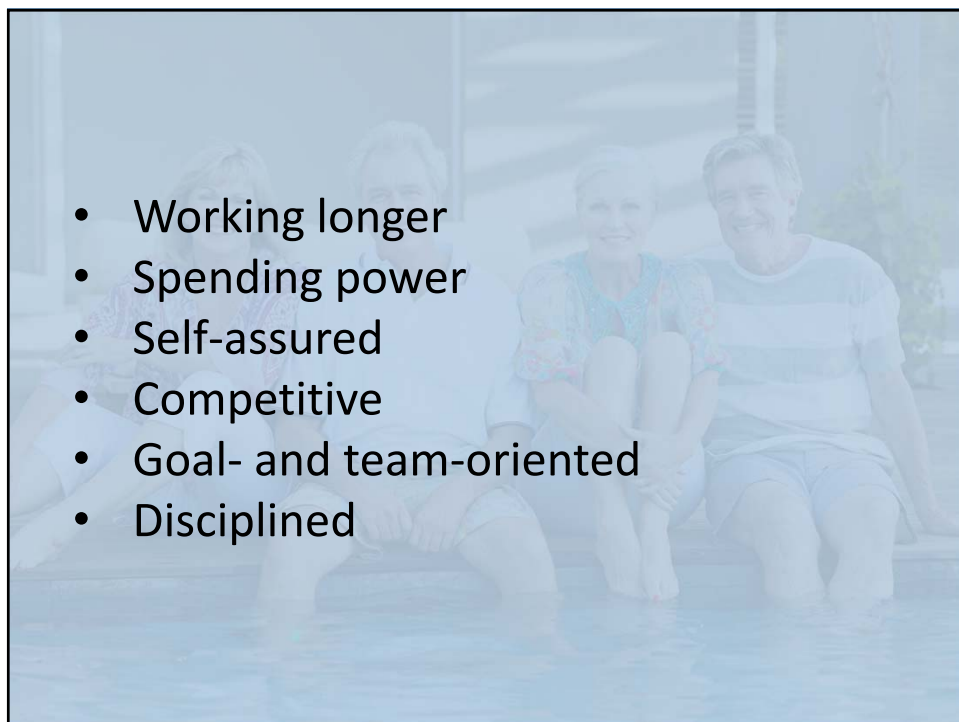
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- Nurtured as children
- High expectations from employers
- Largest population in history
- Sharing economy
- Trust "big tech"
- Wellness is where it's at
- Authenticity





SO HOW DO YOU TALK TO EACH GROUP?

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HOW TO TALK INSURANCE TO GEN Z

- Meet them where they live
- Sell to the end game
- Get to the point
- Don't use labels
- Entertain them
- Text, text, text

HOW TO TALK INSURANCE TO MILLENNIALS

- Be authentic
- Fact check everything
- Get to the point – and stop there
- Tie into emotion
- Never TV
- They value insurance
- Instant gratification

HOW TO TALK INSURANCE TO GEN XERS

- Meet their desire to provide
- Emphasize health consciousness
- Meet their desire for security
- Be authentic
- Market online
- Get to the point

HOW TO TALK INSURANCE TO BABY BOOMERS

- Understand how they spend their time
- Build rapport
- High touch, personal
- Listen to needs
- Undivided attention
- Be efficient with your verbiage
- Facebook!

TITLE DECISION MAKERS.



“PEOPLE WILL FORGET WHAT YOU SAID,
THEY WILL FORGET WHAT YOU DID. BUT THEY WILL
NEVER FORGET HOW YOU MADE THEM FEEL.”

- MAYA ANGELOU

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