

ASSOCIATE TIPS

Getting Past the Millennials

By Colin Yeow, Master Associate and Deputy CEO of Emergenetics Asia Pacific

They were raised on technology and are constantly socially connected, multitasking, and self-educating. Their unique ways of thinking and behaviour that surround their expectations and preferred methods for engaging are changing how sellers, marketers, and leaders operate. Marketing and sales methods need to be updated in order to use technology to generate rapid insights and establish credibility!

Here are some of our own tips to increase your chance of Getting Past the Millennials!



DON'T LABEL

No one likes to be labelled but this applies especially to millennials who have a deep sense of individuality. They can be highly motivated, productive and insightful when you set them loose with creative boundaries.

Tip: Don't just use one approach for millennials in general – get to know them as individuals and appeal in a customised way.



DON'T ASSUME THEY ARE DIFFERENT

While embracing their individuality, we should also remember that they are not too different from the rest of us either! If we begin with the premise that they are different, they WILL be different!

Tip: Instead of distancing them by generational labels, consider using the Emergenetics language to discuss how each of them might differ or be similar to you.



ASK RIGHT QUESTIONS

Once we recognise that each of them is different from the next person, it is easier to focus on the person, and not see them as a “millennial”.

Tip: Do not try to apply a one-size-fits-all-millennial-engagement-strategy. Ask the right questions that appeal to them as a person.



EMBRACE TECHNOLOGY

Many millennials won't remember the world without computers and the internet, and some can't remember the world without smartphones. Leveraging technology as a tool and also empowering them with mobile apps is indispensable!

Tip: Install [Emergenetics+](#) and remember to showcase it when you talk to them about Emergenetics and our applications!



MOBILITY

In today's world, people in general expect service anytime and from any location. This is especially so for millennials – many grew up with mobile technology in their hands and won't be able to live without its convenience. Millennial customers may have a higher expectation for immediate interactions and quick responses.

Tip: Understand your own working style and implement a personal strategy that will allow you to work smarter and faster.



ESTABLISH CREDIBILITY ONLINE

Because of their connectedness, millennial customers will probably educate themselves about potential vendors and products before they even meet you! They will also be using social networks as a source to discover more about you.

Tip: Be aware of your personal blind-spots and online presence. Be sure to compensate for these blind-spots in order to raise your online credibility. Make sure to build your LinkedIn Profile properly.



ANTICIPATE CUSTOMER NEEDS

Their savviness in technology puts them in a position where they require more to be convinced as they would have already learnt more from the Web on their own. We need to learn to anticipate the next questions they might ask and prepare thoughtful answers. Done well, this will help customers feel their time is valued, not wasted, and that our value-add is that of a thoughtful business partner.

Tip: Use the WEApproach to engineer a holistic approach in selling and marketing. Ensure that each attribute is honoured and appealed to.



If you would like to find out more about implementing any of these tips in a workshop or programme, please contact **Colin** at colin.yeow@emergenetics.com.