

GENERATIONAL BUYING CHARACTERISTICS V2



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WORKSHOP OUTCOMES:

Welcome to today's workshop on understanding Generational Vehicle Buying Behaviours! As car sales professionals, it's essential to recognise that different generations have unique preferences, values, and expectations when purchasing vehicles.

Understanding these differences allows you to tailor your sales strategies to better meet the needs of each demographic, improving customer engagement, satisfaction, and ultimately, closing more deals.

Today, we'll explore the key characteristics of four major generational groups: Gen Z, Millennials, Gen X, and Baby Boomers. We'll explore their purchasing behaviours, what drives their decisions, and how you can adjust your approach to resonate with each group.

Whether you're a seasoned pro or new to the industry, this workshop will provide valuable insights that will help you build stronger relationships with your customers.

By the end of this workshop, you will:

- **Identify Key Generational Characteristics:** Be able to recognize the defining traits and preferences of Gen Z, Millennials, Gen X, and Baby Boomers and understand how these factors influence their car-buying decisions.
- **Adapt Your Sales Approach:** Develop the skills to tailor your sales presentation to each generation, using personalised and appropriate strategies that align with their values and needs.
- **Enhance Customer Engagement:** Implement techniques that improve customer interaction and satisfaction, fostering long-term relationships and loyalty.
- **Boost Sales Performance:** Utilise generational insights to create more effective sales tactics, leading to increased sales conversion rates and overall dealership success..

YOUR MISSION IF YOU ARE PREPARED TO ACCEPT IS TO..

Develop your sales skills to be able to adjust your approach and appeal to the generation of the customer. To become a top professional in your career.

IF YOU ARE PREPARED TO PRACTISE DRILL AND REHEARSE BE PREPARED FOR THE ADDITIONAL INCOME YOU WILL MAKE.

LET'S GO...

GENERATIONAL BUYING CHARACTERISTICS

Generation		Preferred Sales Style	Acceptable Closing Techniques
Gen Z 1996–2015 Age 13–28	Digital natives Value affordability and fuel efficiency Extensive online research First-time car buyers	Digital engagement Transparent information Peer reviews and testimonials	Clear, straightforward offers Online financing options Emphasis on value and practicality
Millennials 1981–1995 Age 29–44	Tech-savvy Seek work-life balance Interested in eco-friendly options Value experiences	Consultative approach Emphasis on technology and sustainability Social media engagement	Flexible financing plans Highlighting long-term value and savings Digital paperwork and e-signatures
Gen X 1965–1980 Age 45–60	Practical and independent Value reliability and quality Interested in family-friendly features Financially established	Respectful, no-nonsense approach Focus on value and reliability Appreciation for efficiency	Competitive pricing Clear breakdown of financing options Emphasis on vehicle longevity and low maintenance costs
Baby Boomers 1946–1964 Age 61–79	Brand loyal Prefer traditional vehicles Concerned with comfort and safety Likely to purchase luxury models	Personalised service Detailed product knowledge Emphasis on comfort and status	Premium financing options Highlighting luxury features Assurance of post-purchase support

ADDITIONAL INSIGHTS:

Gen Z: This generation is highly engaged online and values peer reviews. They prefer taking their time to research and explore options, with 81% stating that their biggest priority when purchasing a car is taking their time and exploring all of their options.

Millennials: They seek a balance between work and personal life, often looking for vehicles that offer versatility and align with their eco-conscious values.

Gen X: Known for their practicality and independence, Gen X buyers appreciate efficiency and value. They often have established families and careers, influencing their preference for reliable and spacious vehicles.

Baby Boomers: Comfort and safety are paramount for this group. They tend to be brand loyal and may prefer traditional vehicles that offer luxury and status.

By understanding these generational preferences, sales professionals can tailor their approaches to meet the unique needs of each group, enhancing the customer experience and increasing the likelihood of successful sales.

ACTIONS THAT TURN OFF AND TURN ON THE CUSTOMER

Generation	Turn-Offs	Turn-Ons
Gen Z Age 13-28	Overly aggressive sales tactics Lack of transparency Complicated financing terms	Advanced safety features Connectivity options (e.g., Bluetooth, USB ports) Fuel efficiency Positive environmental impact
Your take		
Millennials Age 29-44	High-pressure sales tactics Lack of technological features Rigid financing options	Hybrid or electric vehicle options Advanced infotainment systems Customisation possibilities Strong safety ratings
Your take		
Gen X Age 45-60	Overly flashy marketing Lack of detailed information Perceived dishonesty	Spacious interiors High safety ratings Durable build quality Reasonable operating costs
Your take		
Baby Boomers Age 61-79	Hasty sales presentations Lack of respect for their experience Perception of being patronised Too much technology	Leather seats, dual climate control Smooth ride quality Safety and fuel economy Durability and service costs High-end audio systems Strong dealer reputation
Your take		

CONVERSATIONS THAT TURN ON AND TURN OFF THE GENERATIONS

When selling cars to different generations, tailoring your approach can significantly impact the buying experience. Below are three examples of conversations that can either engage or disengage Baby Boomers, Gen X, Millennials, and Gen Z:

1. Technology

Conversation That Turns Off	Why it may disengage
"This car has all the latest tech features, including voice-activated controls and a 12-inch touchscreen. You won't need to touch a thing!"	Baby Boomers and Gen X may prefer a more straightforward, hands-on approach. Gen Z might appreciate tech but values simplicity and clarity.
Conversation That Turns On:	Why It Engages:
"This car offers intuitive tech features like voice controls and a large touchscreen, designed to enhance your driving experience without overwhelming you."	Appeals to Millennials and Gen Z's interest in technology. Addresses Baby Boomers and Gen X's preference for user-friendly interfaces.
Your thoughts	Probable outcome

2. The Environment

Conversation That Turns Off	Why it may disengage
"This electric vehicle is perfect for reducing your carbon footprint and saving the planet."	Baby Boomers and Gen X may prioritise reliability and cost over environmental concerns. Millennials and Gen Z are more likely to value sustainability, but the message should be framed around practicality.
Conversation That Turns On:	Why It Engages:
"This electric vehicle offers long-term savings on fuel and maintenance, while also contributing to a cleaner environment."	Highlights the practical benefits for Baby Boomers and Gen X. Appeals to Millennials and Gen Z's environmental values.
Your thoughts	Probable outcome

3. The Financials

Conversation That Turns Off	Why it may disengage
"With a high credit score, you qualify for the best financing rates, making this an easy decision."	Gen Z may be new to credit and find this intimidating. Millennials might be dealing with student loans and appreciate more flexible options
Conversation That Turns On:	Why It Engages:
"We offer a range of financing options to fit your budget, including low-interest rates and flexible terms." To make it simple, easy and convenient	Provides reassurance to Gen Z and Millennials. Shows understanding of diverse financial situations across all generations.
Your thoughts	Probable outcome

4. The Trade

Conversation That Turns Off	Why it may disengage
"You might think it's worth more, but the market says otherwise."	Sounds condescending and invalidating Challenges the customer's perception without empathy Erodes rapport, especially if the customer is emotionally attached to the vehicle
Conversation That Turns On:	Why It Engages:
"Let's make sure you're getting the best value we can based on real market data."	Shows transparency and fairness Positions you as an advocate, not an adversary Signals that you're using objective info, not just giving a lowball offer
Your thoughts	Probable outcome

Discuss with your team about other common issues that may require careful thought to what we are saying and phrasing our conversations. The examples below identify more turn offs and turn ons for you to assess your conversations.

Gen Z (Born 1996–2015)

Turn off	Turn on
"Let me tell you why this car is the best seller right now." (Overly aggressive sales talk) "You'll need to visit the dealership in person to complete the paperwork." (Lack of online flexibility)	"I understand you're looking for a vehicle that balances affordability with modern features. Let's explore options that align with your budget and lifestyle." "We offer flexible online financing options that allow you to take control of the process and find the best deal for you."
Your turn on example	

Millennials (Born 1981–1995)

Turn off	Turn on
"This car is a great deal, and it's the one everyone is buying right now." (High-pressure sales tactic) "This model doesn't have any eco-friendly options, but it's a great traditional car." (Lack of sustainability features)	"Let's find a vehicle that complements your lifestyle, offering both efficiency and the latest tech features." "We offer flexible financing plans and digital paperwork for a seamless buying experience."
Your turn on example	

Gen X (Born 1965–1980)

Turn off	Turn on
"This car has the latest tech features so let's focus on all the cool gadgets." (Focusing too much on technology) "It's a great deal, but you need to sign the contract today." (Perceived high-pressure tactic)	"Considering your need for reliability and space, let's look at models that offer durability and comfort for your family." "Here's a breakdown of the financing options, and I'll explain how this car will save you money in the long run."
Your turn on example	

Baby Boomers (Born 1946–1964)

Turn off	Turn on
"This model has a ton of cutting-edge technology that you'll love." (Too much focus on technology) "You need to make a quick decision before this deal expires." (Perception of hasty sales tactics or lack of respect for their experience)	"Let's explore vehicles that combine classic design with modern features, ensuring a comfortable and safe driving experience." "We offer premium financing options and provide post-purchase support for your peace of mind."
Your turn on example	

TAKEAWAYS

ABOUT US

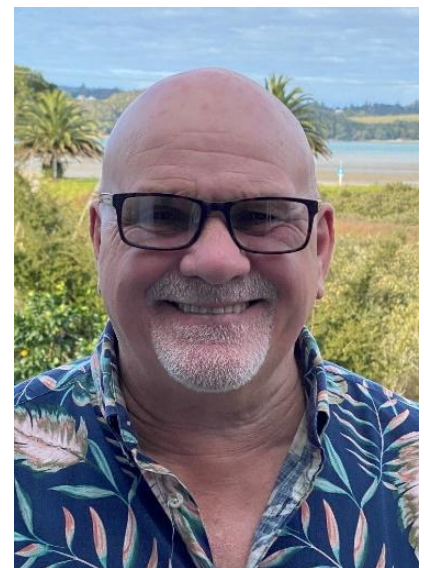
Graham (GTE) leads over 100 workshops annually, focusing on leadership, sales, fixed operations, and customer experience. He's the founder of Success Resources International, a Registered Training Organisation based in Brisbane, and the Managing Director of GTE Training and Development in New Zealand.

Originally from North Wales, Graham has spent 17 years in Australia (2001 – 2019) after more than two decades in New Zealand. His background includes service in both the Royal Navy and the Royal New Zealand Navy.

He's married to Shelley, a Kiwi from the Bay of Islands, and together they have two children Mackenzie and Gareth, along with four grandchildren: Hudson, Avyana, Reo and Vivienne.

Graham (GT) is a highly regarded coach and workshop facilitator specialising in leadership, sales, service and customer experience. He brings a wealth of expertise with the following qualifications:

- Advanced Diploma of Leadership and Management
- Diploma in Automotive Management
- Diploma of Training and Education and Design
- Certificate IV in Finance and Mortgage Broking
- Certificate IV in Business Sales
- New Zealand Certificate in Marketing
- NLP Practitioner



GRAHAM TAYLOR-EDWARDS

Graham's diverse skill set quips him to empower individuals and organisations to achieve their goals.