



Millennial Rules: How to Connect with the First Digitally Savvy Generation of Consumers and Employees

By T. Scott Gross

Skyhorse Publishing. Paperback. Book Condition: new. BRAND NEW, Millennial Rules: How to Connect with the First Digitally Savvy Generation of Consumers and Employees, T. Scott Gross, In today's digital world, the Baby Boomers and Generation X are giving way to a new generation of consumers: the Millennials. These tech-savvy consumers--bearing the mantra "my way, right way, why pay?"--want quick, customizable service that is negotiated on their terms and delivers great value. And when Millennials want help, they want it now; when they don't want help, they expect the sales staff to be invisible. In Millennial Rules: How to Sell, Serve, Surprise, and Stand Out in a Digital World, veteran business owner T. Scott Gross demystifies the newest generation and shares how businesses can meet and exceed Millennials' expectations to make the sale--without resorting to tricks and gimmicks. Invisible selling is built on ethical, common-sense business practices that yield success across the board, regardless of niche or industry. Armed with research into generational consumer preferences, humor, and a wealth of experience, Gross tackles the looming question, "How can you disappear and still deliver quality service?" The answer, he suggests, is by emphasizing serving above selling, a strategy that will make organizations...

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