



THE AGE DIFFERENCE

(Thank you, Alice Pirola, for the genesis of this training)

Ever feel as though you're just not connecting with a customer or prospective customer. Wonder whether it is you or her? Maybe you're just caught in "The Age Difference!" Never before have we had such distinct age groups of customers - the 20 year olds, the inbetweeners, the Baby Boomers and the Silver Sirens. AND - they all communicate in different ways and through different media.

Today's beauty consultant has to be ever so more mindful of how her dress, her style, her haircut, her nails and her words translate to the woman in front of her. Silver Sirens are not loving purple hair streaks and jeans with holes in them. 20 year olds, on the other hand, are all about fads, what the stars are doing and texting you to tell you about it.

At this point let me remind you there are exceptions to the rule and that these are generalities but they can really help you get a handle on why people are not answering your calls or taking time to meet with you.

Using age 35 as a dividing point, let's look at some basic characteristics:

Age 35 and Under: Usually are energetic, have lots of stamina, are fresh, moldable and excited.

Age 35 and Older: Usually are mature, professional, loyal, have more money to spend and a bigger circle of influence.

And here's a "Compare and Contrast" chart to help you understand them more.

35 and Under	35 and Older
Speak Fast	Speak slower
Dress more casual and in today's fashion	Wear a "uniform" - pants suits, matching sweaters, etc
Prefer short, quick appointments w/no 2 nd appt	Like to build a relationship. Respond to layering
Spontaneous	Planned
Fun/Fast appointments	One hour or more appointments
Don't expect RSVPs, explanations, little loyalty	Will RSVP, will tell you why they can/can't, some loyalty built over time
Less \$\$/more purchases on the spur of the minute	More \$\$, more obligations for their money
As a team member, must have immediate results (like in the first week) or they are gone	As a team member, look for results in the first month, or they become disenchanted

Thinking about all the ways you have to communicate with customers, prospects and team members, use this chart to help you focus your communication for the best results.

35 and Under	35 and Older
<p>Email Facebook Twitter Cell Phone</p> <p>Customer Newsletter</p> <p>Birthday Club Text Messages Web Site Post Cards PCP (if they are settled)</p>	<p>Email Facebook (limited)</p> <p>Cell Phone Home Answering Machine Customer Newsletter Personal Phone Calls Birthday Club</p> <p>Web Site Post Cards PCP</p>

Now you can stop thinking it's "You" and know that maybe you were just treating everyone the same and in today's market that just doesn't work. One size does not fit all but with these clues you can be so much more successful in your contacts.

