CONTENTS

PREFACE ix
ACKNOWLEDGMENTS xiii

CHAPTER 1 Selling and the Generations: Making a Connection 1
CHAPTER 2 Snapshot of Baby Boomers 27
CHAPTER 3 Selling to Baby Boomers: The Search for Control 53
CHAPTER 4 Snapshot of Millennials 83
CHAPTER 5 Selling to Millennials: The Search for Connection 109
CHAPTER 6 Snapshot of Generation X 137
CHAPTER 7 Selling to Generation X: The Search for Truth 161
CHAPTER 8 Snapshot of Matures 189
viii  Contents

CHAPTER 9  Selling to Matures:  
The Search for Quality 213

CHAPTER 10  Closing the Deal: Connecting and 
Selling across Generational Lines 231

ABOUT THE AUTHOR 241