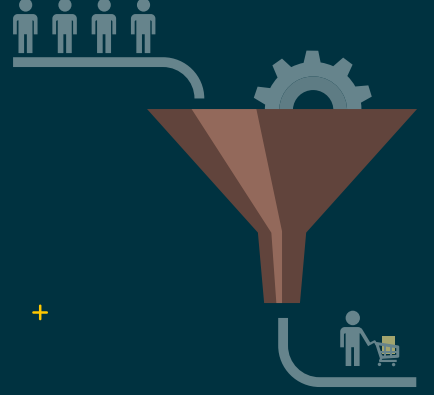


# Each Generation Is Motivated by Different Reasons to Buy

How DealRoom Addresses This



Every Generation needs something specific when they **BUY** from you

## Y Generation Y (millennial)

(1980-94)  
Currently 26-40 years old

- 01 Context**  
Globalization and Economic Stability
- 02 Behavior**  
Globalist  
Questioning  
Self-Oriented
- 03 Consumption**  
Experience and Pioneer



- ✓ Easy to Access across Devices
- ✓ Tells a Connected and Compelling Content Story & that Answers Questions
- ✓ Engaging multimedia experience (video, infographic, decks etc)

## X Generation X

(1960-79)  
Currently 41-55 years old

- 01 Context**  
Capitalism and Meritocracy
- 02 Behavior**  
Materialistic  
Competitive  
Individualistic
- 03 Consumption**  
Status and Brand



- ✓ Impressive Unified Brand
- ✓ Shows how you are better than your Competitors
- ✓ Includes the essential Pricing and Contract needed to make a buyer decision

## B Baby Boomers

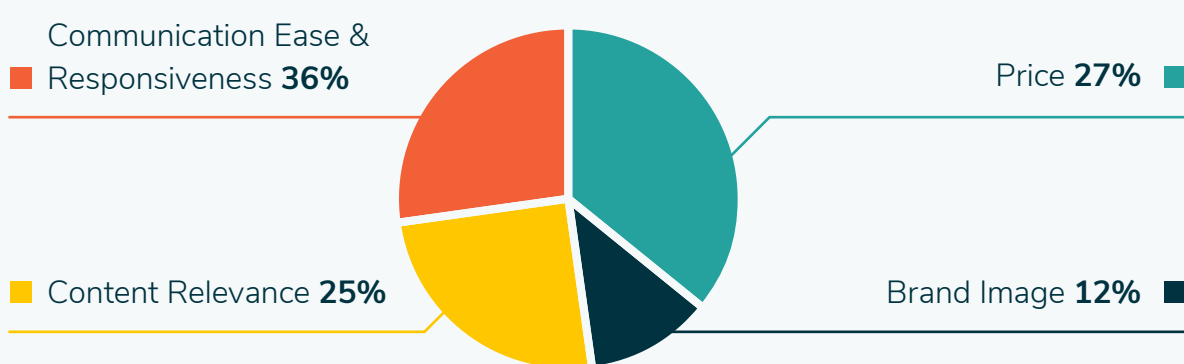
(1940-59)  
Currently 56-76 years old

- 01 Context**  
Postwar
- 02 Behavior**  
Idealism  
Revolutionary  
Collectivist
- 03 Consumption**  
Ideology



- ✓ Highly Responsive
- ✓ Complete Educative Content Story
- ✓ Easily Enables Buyer Collaboration within the stakeholder team

In a cluttered world of Buyers and Sellers  
These are the **top Influences** on B2B decision making



## Need help with Your Sales Operations?

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