

Managing Inventories: Determining Order Quantity

The collage features a central diagram with a large arrow pointing downwards. The diagram is divided into sections for different generations: Veterans, Boomers, Gen-X, and Millennials. It lists values, education, and motivations for each. Below the diagram are various social media icons (LinkedIn, Facebook, Twitter, YouTube, Instagram, Pinterest) and a QR code. Text boxes include 'Marketing Trends - New Way to Market', 'Authenticity Lifestyle Brand Community Involvement', 'Sales Tips', and 'Professionals Code of Ethics Body of Knowledge Specific Methodology'. A large watermark 'Sell to a Community' is visible across the center.

Marketing Trends - New Way to Market
Authenticity Lifestyle Brand Community Involvement

Sales Tips
1. Stay Connected
2. Provide Engaging Content

Professionals Code of Ethics Body of Knowledge Specific Methodology

Sell to a Community

Strictly Anonymous! 8 Questions - One for Comments

Lewis Associates Chicago
Workshop Evaluation
tinyurl.com/GenSellDayton
Thank you for your feedback
Customers are most important

Thecasesolutions.com

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Marketing Trends - New Way to Market
Authenticity
Lifestyle Brand
Community Involvement

Sell to a Community
Say It Instantly

Veterans
Boomers
Gen-X
Millennials

Values Education Motivations
rewards
socially conscious
cynical
optimistic

cragslist
Angleslist
yelp

Carrier
turn to the experts!

WHATEVER IT TAKES
bryant
Heating & Cooling Systems

Professionals
Code of Ethics
Body of Knowledge
Specific Methodology

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Comments are most important

1. Stay Connected
2. Provide Engaging Content

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8 Questions - One for Comments

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Veterans



Builder, Mature, Greatest, Pioneer

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Automobile
Born pre-1945
Rock 'n' Roll

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, Mature, Greatest, Pioneer

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Boomers

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A man and a woman are smiling and posing on a wooden dock. The man is wearing a red cap and an orange t-shirt, and the woman is wearing a blue dress and a white necklace. In the background, there is a large white house with a porch and a stone wall. The scene is set outdoors with trees and a body of water.

1943 - 1963

TV
Youth Culture

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1963-1983
Latch-key Kids
Personal Computer

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en-X



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Millennials



Values Drive Behavior

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