



## **Inter-Generational Communications**

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Do your prospects, clients and employees span multiple generations? Do you find there are communication challenges due to the inter-generational gaps?

As business leaders, we must enable our teams to communicate with external and internal audiences based on each audience's preferences. It should also be easy for prospects or customers to communicate with us.

Each generation really has a preferred method of communication – phone, face-to-face, fax, email, text, LinkedIn messaging or a variety of apps used for chatting. No matter the delivery method, it is critical that the core message remains constant and only varies based on the recipient of the communication. The goal is to ensure the right message is delivered to the right audience through the right platform. The message should also be made available across all communication methods leading to more effective interaction and stronger relationships among prospects, customers, and your team.

This approach also provides an opportunity to mentor or train your internal teams on the value of personalized communication and alternate delivery methods based on audience preference, enabling your team to become more effective communicators.

Implementing a comprehensive inter-generational approach will provide your business:

- Improved communications and understanding
- Employee development
- Shortened sales cycle through improved communications

Scuderia Partners is here to assist you in educating your teams on the nuances of inter-generational communication to help improve your sales and marketing efforts leading to an increase in the bottom line.

## **About Scuderia Partners LLC**

Scuderia Partners provides businesses an outsourced team with expertise in developing and growing revenue through sales and marketing. We work across the customer life cycle, from acquisition to engagement to retention, to build stronger customer connections.

Scuderia Partners represents global, national, regional, and local businesses looking to expand in the North American market. We do this by building your brand, prospecting, outreach, sales, and ongoing customer management. Throughout the process, we build a scalable approach for continued success.