

Sales tips



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### **Maximize Employee Morale from Different Generations.**

A recent New York Times survey stated the differences in Generation Y and Generation X who have different priorities than the Baby Boomers.

#### **Generation Y (35 and younger)**

Feeling Safe 57%, Benefits 62%, Job Security 63%, Compensation Pay 67%, Work Life Balance 69%

#### **Generation X** Feeling Safe 53%,

Benefits 66%, Job Security 59%, Compensation Pay 62%, Work Life Balance 60%

**Baby Boomers** Feeling Safe 57%, Benefits 54%, Job Security 53%, Compensation Pay 51%, Communication 48%

Keep morale high with younger employees by offering flextime options, if possible, to enhance the balance of work life and personal life. Emphasize ways to enhancing career development (cross training) and education and experience. Personal life style information such as childcare is also valued. For the older generation, it is still important to keep the lines of communication open and emphasize job security and safety within the working environment.

*"Retirement at 65 is ridiculous. When I was 65 I still had pimples."* -George Burns

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