

Invisible: How Millennials Are Changing The Way We Sell - T. Scott Gross

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Meet the Millennials: born after 1975, they are a new generation of consumers with extraordinary buying power. With a mantra of "My way, Right away, Why pay," they expect sales staff to be simultaneously available and invisible. But how do you disappear and still deliver quality service? T. Scott Gross tackles this apparent contradiction with a powerful approach. Learn how to increase your organization's success with Millennials, in addition to the Gen Yers, Boomers, and Traditionalists that preceded them

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