



Leveraging Millennials to Grow Your Business

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Valley Regions

Millennials

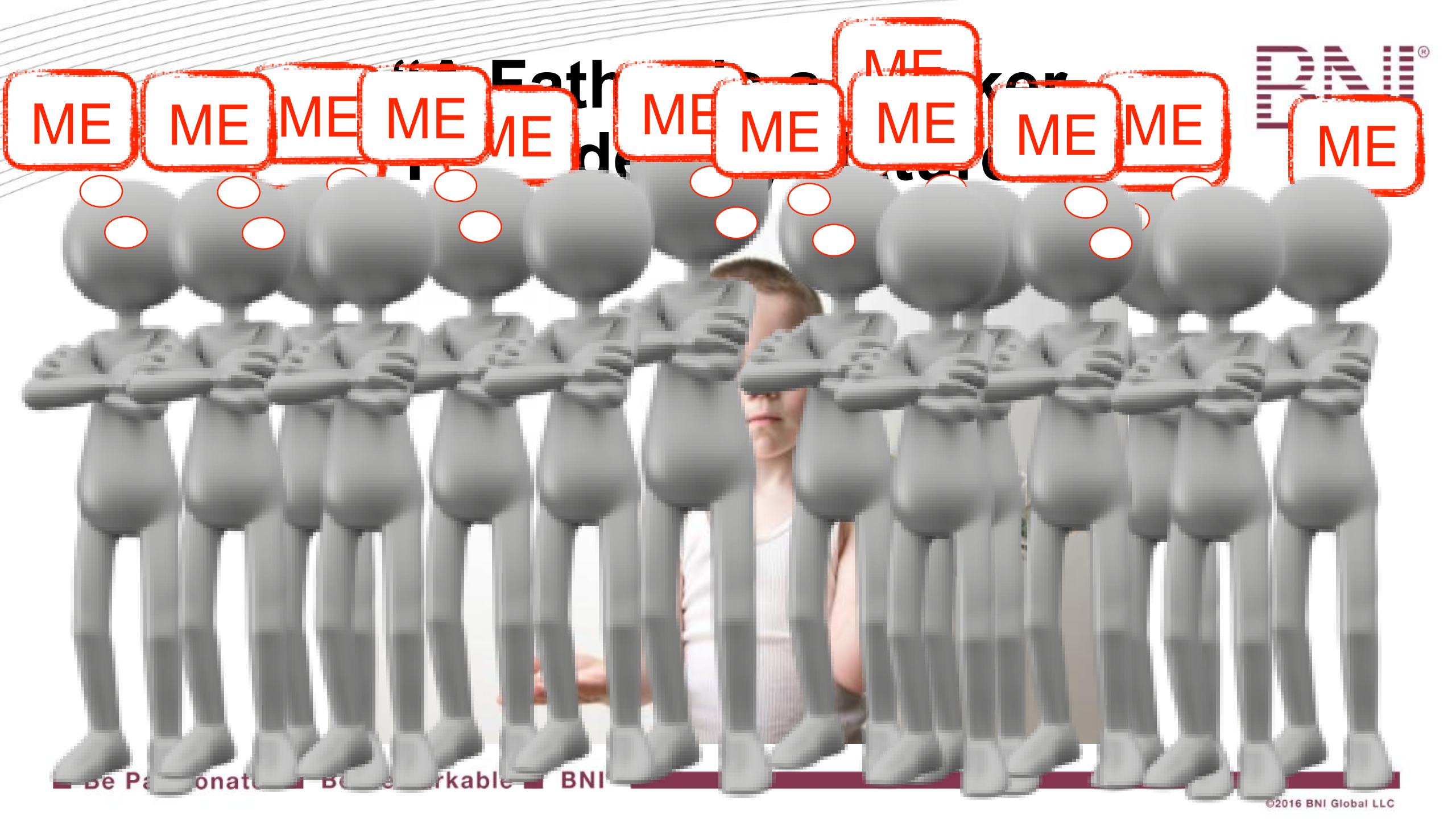
Born Between 1980



BeaVer 2008

and 2000





ME

ME

ME

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Fact or Fiction

False

Millennials are better
than other generations

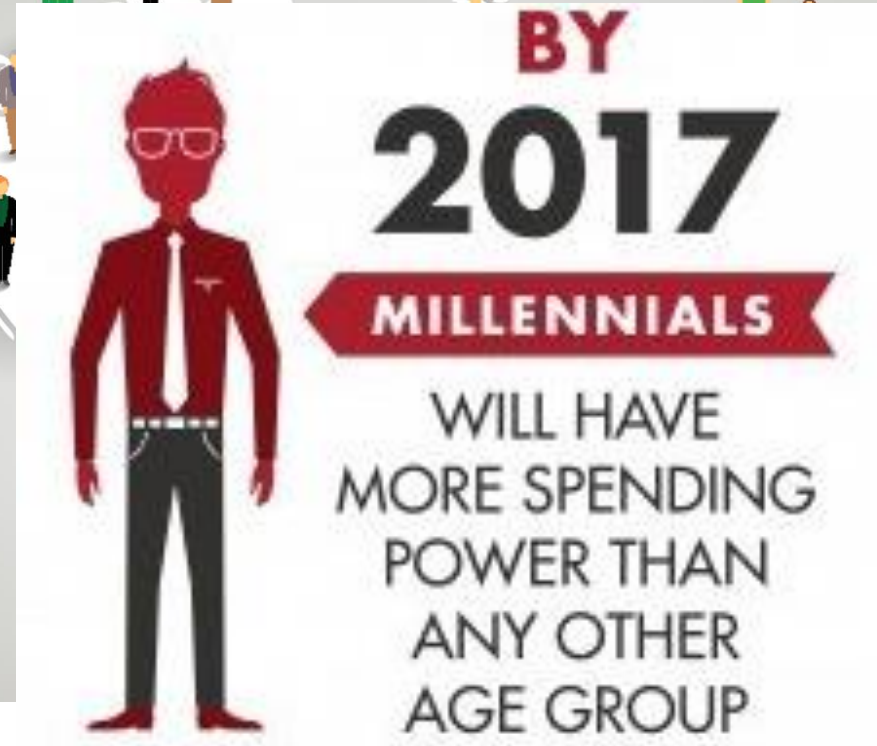
Interesting Facts About Millennials

BNI®

TED

- They are the largest generation in the U.S. and s
- They have more purchasing power
- They are the most technologically savvy
- 95% of Millennials use social media
- Over 80% of Millennials are the primary source of information
- They are the most educated generation

asing



What Millennials Want in the Workplace



Interesting Correlation



(Generation Gap)

"Retention is
the single most
important thing
for growth."





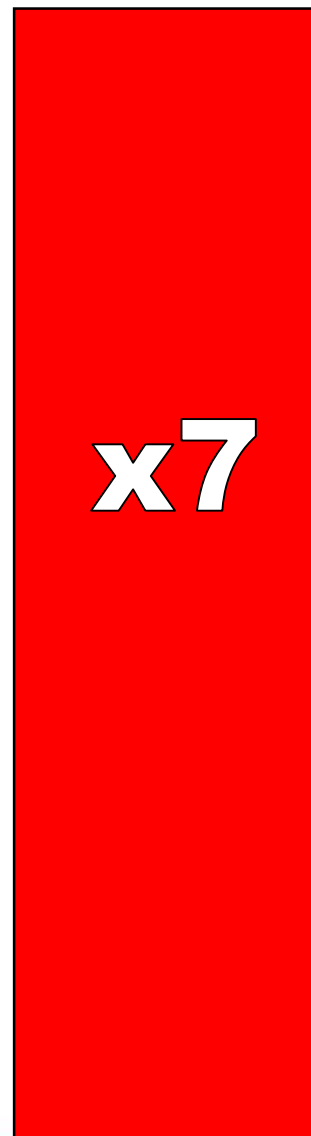
It costs 7 times more to
acquire a new customer
than it does to retain

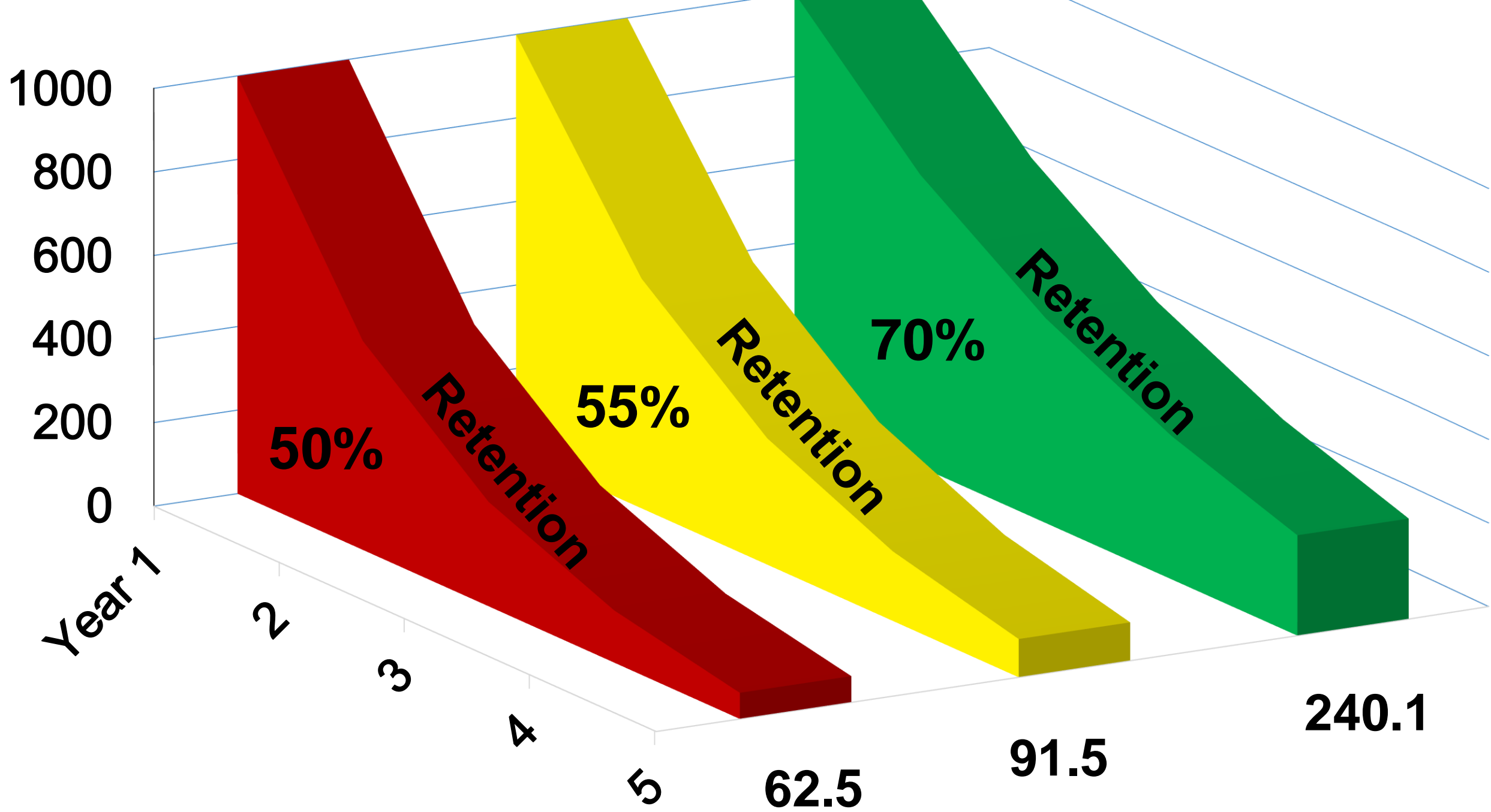
**Cost to RETAIN
1 Customer**



x7

**Cost to
Acquire
1 NEW
Customer**





1,000 Clients, Members, Customers Small Change, Big Penny 5 Years, No New Customers



50% Retention

- Year 1 – 1,000 – \$500,000
- Year 2 – 500 – \$250,000
- Year 3 – 250 – \$125,000
- Year 4 – 125 – \$62,500
- Year 5 – 62.5 – \$31,250

36% Retention

- Year 1 – 1,000 – \$500,000
- Year 2 – 360 – \$360,000
- Year 3 – 390.5 – \$245,205
- Year 4 – 366.3 – \$183,508
- Year 5 – 245.1 – \$122,505



~~21%~~ 41%

This is Your Wallet



This is Your Wallet on Retention



So What Can We Do?

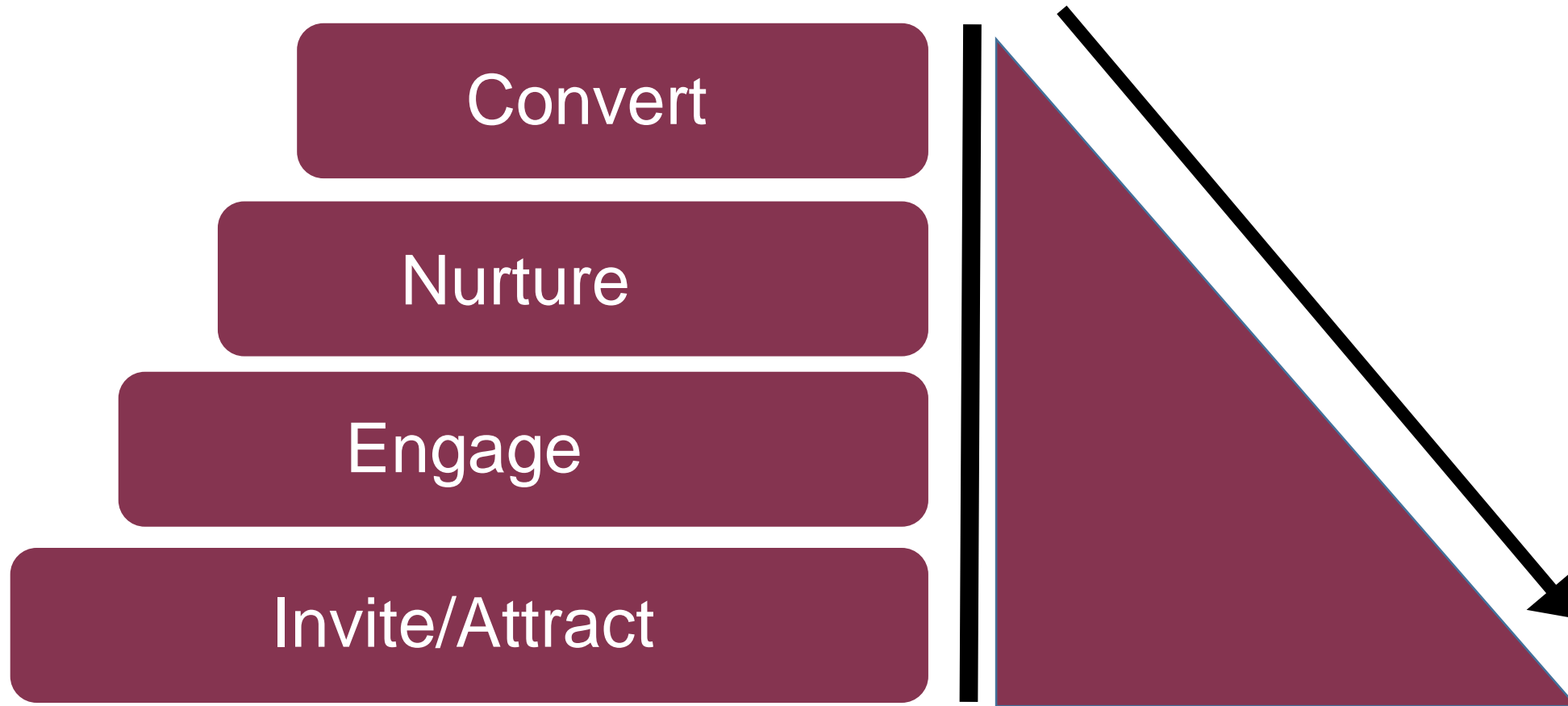
*My doctor says my hair loss
is caused by my member loss*





Action Items

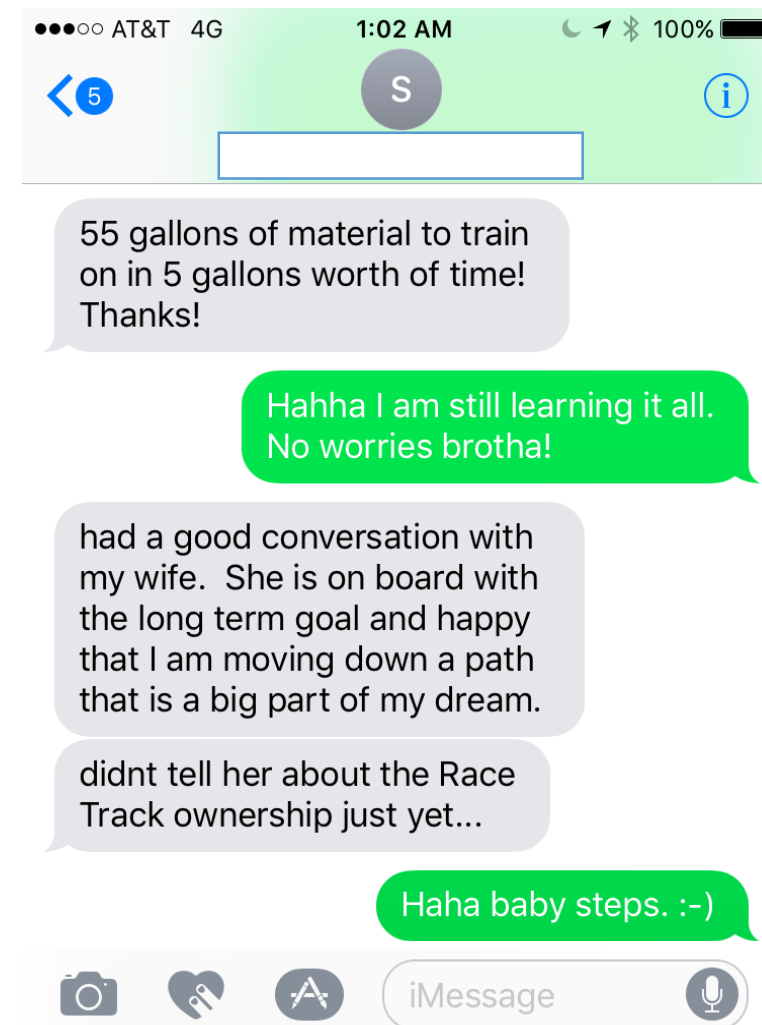
#1 – Don't Forget About Your Customers!



Millennials Action Item #1



Do business by
relationship, not
transaction



#2 – Build Trust with Your Customers Through Relationships



#3 – Get Customer Feedback



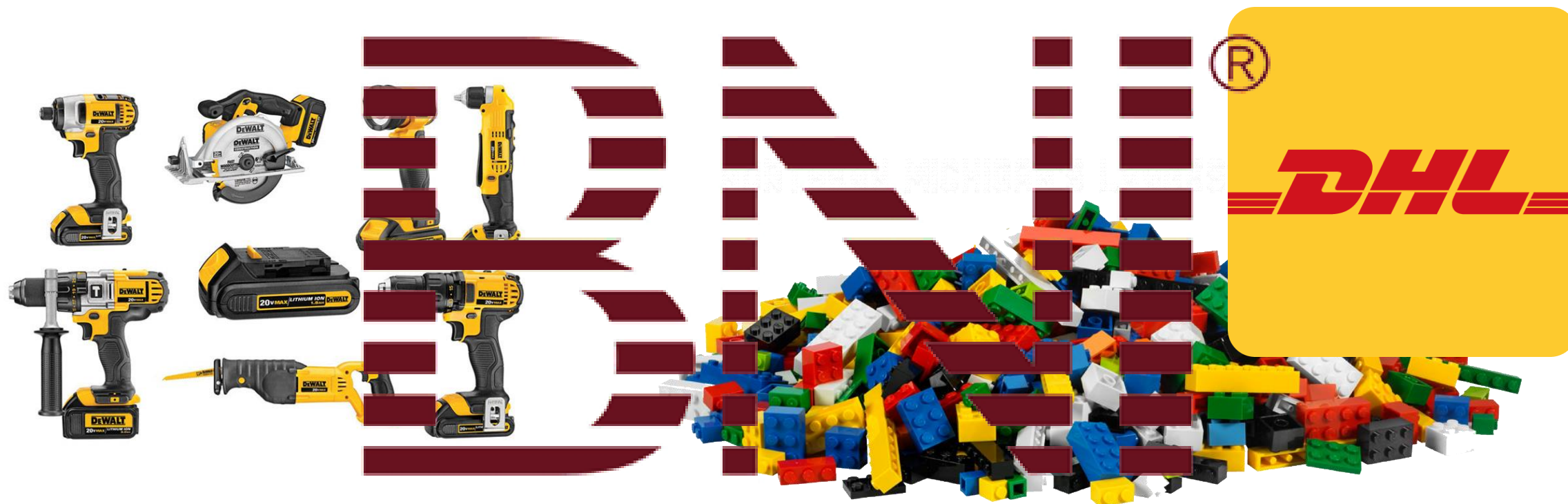
Remember...

- A complaint is a gift
- Around 96% of customers leave without ever giving feedback
- The power of fixing a complaint is incredible and often overlooked



Millennials and Feedback

Millennials and other generations want to help co-create your business, product and service



#4 – Remarkable Customer Service




#5 – Set Clear Expectations



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at mo
could you want?

#6 – Integrity and Pride



It is true that integrity alone won't make you a leader, but without integrity you will never be one.

~Zig Ziglar

Be clear in your pride in the product or service you provide and the level of integrity you maintain in your business.

#7 – Embrace Technology



#8 – Give Back



And Finally...

Have a mission, vision and passion bigger than yourself



Is it Burning Through Your Chest?

