



Millennial Rules: How to Connect with the First Digitally Savvy Generation of Consumers and Employees

T. Scott Gross

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In today's digital world, the Baby Boomers and Generation X are giving way to a new generation of consumers: the Millennials. These tech-savvy consumers—bearing the mantra “my way, right way, why pay?”—want quick, customizable service that is negotiated on their terms and delivers great value. And when Millennials want help, they want it now; when they don't want help, they expect the sales staff to be invisible.

In *Millennial Rules: How to Sell, Serve, Surprise, and Stand Out in a Digital World*, veteran business owner T. Scott Gross demystifies the newest generation and shares how businesses can meet and exceed Millennials' expectations to make the sale—without resorting to tricks and gimmicks. Invisible selling is built on ethical, common-sense business practices that yield success across the board, regardless of niche or industry. Armed with research into generational consumer preferences, humor, and a wealth of experience, Gross tackles the looming question, “How can you disappear and still deliver quality service?” The answer, he suggests, is by emphasizing serving above selling, a strategy that will make organizations successful not just with Millennials, but with all generations.

For better or for worse, the Millennials aren't going anywhere. By learning what has changed—and what hasn't—you can cater to the wants and needs of each generation and still come out on top. *Millennial Rules* reveals the ins and outs of Millennials not only as customers but as employees, demonstrating what lifestyle demands to watch out for and why Millennials might be a valuable addition to your team.

Rather than proposing a total revolution in business, Gross reinforces a pattern of success by making readers aware of what they're already doing right—and how to do more of it.

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