

How to build a sales organization with millennials and Gen Z

There are many things to consider when it comes to the future of your sales organization. Workforce composition is changing rapidly. According to Business News Daily, even millennials are effectively moving out of the spotlight to make room for Gen Z.

These two groups will play a primary role in the economy moving forward as producers, catalysts, and consumers of goods and services. In addition, they will also define trends.

Sales teams of the future should develop strategies to not only attract the future of talent but also retain these hires. Sales organizations should consider the following themes while crafting recruitment and retention strategies.

1. Embracing Technology

It is important to remember that those in Gen Z, born between 1995 and 2015 have grown up surrounded by technology. This means that their approaches to decision making both personally and professionally will be influenced by technology. It should come as no surprise that embracing technology in work streams is critical. Embracing the best-of-breed technology, tools, and platforms will give sales organizations the best chance of attracting and retaining top talent.

2. Flexibility & Choice

Gen Zers, and millennials to a lesser extent, are all about flexibility and choice. According to some recent [surveys](#) by Upwork, by 2028, up to 73% of all teams will have remote workers. Furthermore, these [surveys](#) also indicate to flexible talent comprised of freelancers and temporary works constituting 24% of departmental headcount by 2028. Sales organizations should plan on providing remote working opportunities to recruit and retain top talent.

3. Redefining Benefits

The days of incentivizing people using flashy perks such as ping-pong tables, fruit water, and free lunches, are numbered. Millennials and Gen Zers care a lot more about culture, values, and most importantly - purpose. According to the [Society of Human Resource Managers](#) (SHRM), benefits for the next generation of the workforce should include mentorship programs, lifestyle benefits such as gym memberships, app based benefits including telemedicine and rewards platforms, and training & development programs such as career rotation or cross-training programs.

4. Engaging on Social Media

Millennials and Gen Zers are living in digital ecosystems built on Facebook, Instagram and Tik Tok. Over time, new social media channels will inevitably add to or replace existing platforms. Professional networks such as LinkedIn have also gained significant relevance. It is imperative for companies and sales organizations within companies to have a strong social media presence. Having such a presence is the only way for companies to stay relevant and to attract talent.

Millennials, in many cases, have had the benefit of working alongside those from at least two generations. They have received training from Baby boomers and Gen X professionals. Now they are becoming resources for the Gen Zers, who themselves will likely take on sales leadership roles. Sales organizations must adapt to the changing needs of the workforce to effectively groom the next generation of talent.