

Selling across generations

While there have always been generational differences, in today's world the divide is so great that anyone in a sales role may find it difficult to communicate and build relationships with clients from different generations.

To help our independent insurance agents and brokers combat this and improve their client relationships across age groups, we conducted research to understand successful families and individuals' feelings about purchasing insurance based on their generation.

To do this, we partnered with Dr. Megan Gerhardt (Professor and Generational Consultant) and Dr. Dan Docherty (President of Braintrust, Leadership Professor and Speaker) – both leading experts in generations and leadership.

Ultimately, this report looks at how to break down intergenerational divides and build trust to foster more meaningful, sustainable client relationships for the long-term.

Reasons behind the divide

Only 3% of clients trust salespeople.¹ Key reasons for this include a lack of empathy and poor communication between salespeople and clients of different generations.

Through Gentelligence®, we can start to unravel this problem and improve communication. No matter when your clients were born.

The first step is to identify and understand the key blockers that prevent intergenerational connection:

1 Generational shaming	2 Age bias and stereotyping	3 Myths about generational needs	4 Knowledge relevance
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Now you understand these roadblocks, you can begin to practice our **Gentelligence® framework**, which we've outlined on the following page.

INSIGHTS

46%

of all generations use an independent agent. So it's essential to understand multiple age groups when selling



The four key practices of Gentelligence®

In a previous survey commissioned by Chubb, we found that 98% of respondents said they wanted their insurance agent or broker to empathize with them and their point of view.²

Gentelligence® offers a framework to better connect with your clients and understand generational differences by performing these four practices:



Practice #1:
Identify assumptions

Challenge preconceived notions and biases to better understand your clients' needs.



Practice #2:
Adjust your lens

Reframe your thinking to consider generational differences.



Practice #3:
Strengthen trust

Reinforce your personal connection with clients through credibility and psychological safety.



Practice #4:
Expand the pie

Ensure every situation is a win-win through collaboration and two-way sharing.

INSIGHTS

40%

of Baby Boomers tend to find people trustworthy. While only 19% of Millennials agree



To learn more about Gentelligence®, visit chubb.com/generations

Strengthen your communication and your client relationships

In the Spring of 2022, we commissioned a survey of 1,151 people from each generation (from Gen-Z to The Silent Generation), focusing on generational differences to learn what they're looking for from their broker.

The results show the similarities and differences between generations – and illustrates why we can't rely on stereotypes when speaking with clients.

Respondents thought it was more important for an agent/broker to listen to their needs than to have specific certifications.

66% of total respondents wanted empathy, whereas 51% were interested in certifications.

66% | 51%

53% of Millennials want their long-term goals to match their agent's services.

This kind of service is less important for Gen-X, with only 40% wanting it.

53%

44% of Gen-Z would like their agent to define their goals.

For Boomers, less than half of that number (19%) are interested in that service.

44%

These differences in needs show how vital it is to effectively communicate to each generation

46%

OF GEN-Z

want their agent to tell them what decisions to make – compared to just 29% of the Silent Generation.



56%

OF GEN-X

want to understand an agent's thought process. But this number drops to 40% for Gen-Z.



CHUBB®

Want more in-depth sales insights?

For more ways to bridge generational
divides, read our full survey
and report at [chubb.com/generations](https://www.chubb.com/generations)

Citations

1. HubSpot, "Only 3% of People Think Salespeople Possess This Crucial Character Trait", April 2016
2. Chubb, "Selling in Uncertain Times - United States Report", January 2022

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2022

2012

2002

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1982

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