



Better Business Bureau of Upstate New York

Trusted services for businesses and consumers



Better Business Bureau of Upstate New York provides **information and ratings on over 50,000 businesses and hundreds of charities**. Simply search for the business or charity on our website, bbb.org, to read the information.



All **Customer Reviews** submitted to BBB are verified with the business to ensure the reviewer was a customer. No review is published until the verification process is completed.



BBB offers **complaint/dispute resolution services**. You can request a complaint form or visit bbb.org/complain to start the process. All complaints must be submitted in writing.



BBB works to keep the marketplace fair and ethical by **investigating businesses** in our service area and by **reviewing advertising claims**. We also issue **news alerts and tips to protect yourself from scams**.



bbb.org/upstate-new-york
bbbupstateny.org
800-828-5000



HOW TO ATTRACT CUSTOMERS

FROM EACH



GENERATION



BABY BOOMERS

(1945–1964)

DIRECT AND EASY

Cut the fluff and make sure the product or process is easy to understand.

USE TESTIMONIALS

Testimonials and referrals are more persuasive than online reviews.

GIVE DETAILS

Give them information that shows how your product or service will benefit them.

REAL-LIFE CONNECTION

They are "old school" and like a real-life connection, whether face-to-face or over the phone.



GENERATION X

(1965–1980)

JUST BE HONEST

Don't sugar coat it. Just tell them like it is.

BE FRIENDLY

They find "hard selling" rude. Instead be generous, transparent, and helpful.

BE CONSISTENT

They will go to your competitor if you don't deliver great service every time.

LESS TRUSTING

They are more cynical than others. You have to work harder to gain their trust.



(1980–1995)

MILLENNIALS

KNOW THEM PERSONALLY

They value communication that is tailored to their needs and interests.

JOIN A CAUSE

They love doing business with brands that are part of a cause.

BE AUTHENTIC

Keep it real. You will be fact-checked on all your claims and statements.

SHARE A STORY

Tell a compelling story to show the value of your product or service.



(1996–PRESENT)

GENERATION Z

RESPOND IMMEDIATELY

If they ask you a question, be prepared to respond immediately, or they'll be gone.

SHOW THEIR IMPACT

Offer opportunities for them to share their voice and creativity online.

MORE MOBILE

Make all your communications mobile friendly. Mobile devices are used for everything.

USE SNAPCHAT

The communication channel of choice for this generation. If you have it mastered, you are Golden.

