



Share New Conversation Starters Tailored to Each Generation

Not every generation is the same – they have unique needs and preferences based on their experiences growing up. We have new generational resources to get conversations started, plus help in selling the **right** solutions at the **right** time in the **right** way.

New infographics, generational tips, communication preferences, plus prospecting tools tailored for each generation available on aig.com/GenerationMatters



Get their attention and keep it with new resources available on

aig.com/GenerationMatters

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