

Demographics Drive a Tight Hiring Market

Two weeks ago, we [shared an article](#) on the anticipated slow growth of the economy for the next decade. Part of the reason for the suppressed forecast is a smaller pool of available workers.

This week, the Wall Street Journal shares [six demographic trends](#) clarifying our employment crunch. Rapidly changing worker expectations compound our challenge. Fox Business outlined the [HP Work Relationship Index](#), showing another challenge. Expectations are negatively impacting engagement and retention.

So, what do you do about it? Hope is not a strategy.

Engagement requires three solid pillars: maximizing a person's natural fit with the work, the opportunity for an individual to showcase competency and a culture that appeals to the values employees seek.

If you need sales professionals, learn more in a free webinar on bringing younger workers into the fold. Details and registration links are below.

Great information is helpful. JobMatch Assessment provides excellent information about all of your employees.

We can help you with tools to improve hiring, relationships, performance, and learning. Our assessment and survey tools are world-class and statistically sound. [Contact us](#), share your concerns, and see how we can help you. No charge, no obligation.

Complimentary Webinar



DISCONCERTING DEMOGRAPHICS:

HOW TO BRING YOUNGER
PEOPLE INTO
PROFESSIONAL SELLING
ROLES

Thursday, October 12
11:00 AM

Registration Required!

TROY HARRISON

SALES NAVIGATOR **SPEAKER** **AUTHOR**

Guest Host: Kirk Young
JobMatchAssessment.com

Sales teams across the country are not growing old gracefully; if your team is struggling with that, you're not alone. Studies show that the average age of salespeople in 2023 is 47.1 years. Fifteen years ago, the average age was 42. That's a big issue – as salespeople retire, the old George Jones song comes to mind: "Who's gonna fill their shoes?" Well, if you do it right, you can fill their shoes – or at least, you can fill their sales jobs and get new energy into the sales profession.

On Thursday, October 12, Troy "The Sales Navigator" Harrison and guest host Kirk Young of JobMatch Assessment will dive deep into the art of recruiting, onboarding, and successfully managing younger sales professionals in today's dynamic business landscape. As the sales industry evolves, so do the paradigms, cultural influences, and aspirations of the younger generation entering it.

This engaging session will explore strategies to bridge the generation gap and make sales appealing to the younger workforce. Discover how to tap into their unique strengths, harness their digital fluency, and align their career goals with the sales profession. Topics covered include:

- What younger people are looking for in their careers (hint: there are fundamental differences)
- How to recruit new sales talent
- How to acculturate new salespeople into your team
- Designing an onboarding program to speed up productivity
- And more!

Join us online on Thursday, October 12, at 11:00 A.M. Central. You must reserve your spot. Click below.

Register TODAY!

The future of your sales team may depend on it.

Get a free demo of the PXT Select!

EBook: Hiring Successfully For Dummies, PXT Select™ Edition