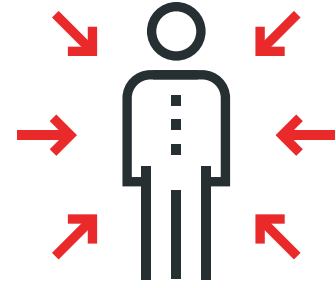




Keep it **simple**.

Don't rely on flashy language or graphics to capture their attention. Ensure the processes and technology you use are streamlined and user friendly.



Stay **relevant**.

Stay laser-focused on their needs and unique circumstances. Understand you can't use a one-size-fits-all approach for your audiences.

Top 5 Tips for Selling to the Senior Market



Promote **exclusivity**.

Seniors live in a world geared toward young people. Focus on why your product is a good fit for them.



Provide **support**.

Stay in touch post-purchase to build trust and encourage renewal.



Showcase **value**.

Many seniors are living on a fixed income, so money is top of mind.