

GET GENDERSMART!

Gender Communication for Selling Successfully To Women

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Why target women? For the huge opportunity, higher revenues, more loyalty, and more referrals! Not to mention they make the vast majority of purchase decisions anyway...

In this program, Jane Sanders, an expert in gender issues for nearly 18 years, has adapted her wealth of gender communication knowledge and research specifically for people in sales and service roles to help them prospect and close female clients more successfully. This is a high-content, captivating, and tip-loaded program that Jane will customize to fit your company's needs and objectives whether you sell investments, autos, or earrings. Learn these secrets for selling more effectively to women and how to implement each one. Even if you have good results with women prospects already, you can always be more successful!



Learning Objectives

Women's key purchase decision motivators; how to provide them

How to develop trust, connection, and a good working relationship with women

How to develop the sense of community many women need

How to acknowledge women and make them feel respected and taken seriously

How to work with numerous specific communication and purchase style differences while prospecting and selling

Dozens of specific tips to implement immediately!

A Few of the Benefits

Greater share of the huge and growing women's market

More long-term, loyal, and therefore more profitable clients

More than double the referrals

Increased confidence during the prospecting and sales process

More fulfilling client relationships

Increased sales!

Client Comments

"You were a HIT!!...Excellent...very balanced... REALLY loved your message...FUN presentation style."

Linda Witham, President, GAMA; Managing Partner, Thrivent

"Terrific! I have heard nothing but positive feedback." Diana Ruddick, Sr. Vice President Distribution, Development, & Communications, MassMutual

"Outstanding workshop...engaging, relevant...very positive reaction...right on target...many thanks for a job well done."

Helen Galt, Company Actuary, Prudential Financial

"GenderSmart truly made an impact! You hit a lot of "bullseyes" with the group. Your style, combined with the course content, is nothing less than dynamic."

Tracey Ross-Watmore, Dir. Org. Effectiveness, Nestlé USA

"You and GenderSmart had our managers more engaged than I have ever seen in any workshop! The exceptionally high evaluation scores tell the story."

Orvietta Shannon, Diversity/HR, Toyota Motor Manufacturing