

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!

Women talk, listen, think and behave differently than men, doesn't it make sense that most of them would buy differently too? Jane Sanders, an expert in gender issues for over 16 years, has applied her wealth of gender communication knowledge and research specifically for sales people to help them prospect and close female clients more successfully. This is a high-content, tip-loaded program that Jane will customize extensively to fit your company's needs and objectives. 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 motivators; how to provide them

How to develop trust and connection with women, and show respect

How to develop the sense of community many women need

How to acknowledge women and make them feel 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 process

More fulfilling client relationships

Increased good will and resulting business results via diversity efforts & women's word-of-mouth

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

"GenderSmart received extremely positive evaluations! Such as 'very useful, excellent presenter, highly recommend, will aid in performing my job, learned a lot' and more."

Laurie Feld, Conference PM, Gen'l Services Administration