

Selling Across Gender Lines

It's only natural to sell your ideas, products, or services to others in the communication style that seems most natural to you—natural, maybe, but ineffective. This 4-hour or 6-hour workshop will help participants increase their success in selling to the opposite gender.

Key Objectives

- Identify the most effective methods of sales prospecting for each gender
- Discover 13 differences in how to move through the actual sales presentation of your product or service to each gender
- Understand the four primary differences in closing the sale with men versus women
- Learn the critical differences in your approach to maintaining the relationship and building on-going loyalty and referral business from your clients of both genders

Who Should Attend

Salespeople and sales managers

Materials/Texts

Participants will receive copies of *Communicate with Confidence: How to Say It Right the First Time and Every Time* (McGraw-Hill) by Dianna Booher.

Class Size

To be determined by client objectives