

The
Professional Sales Excellence
Series

Leader Guide

"Selling to the Opposite Sex"

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Leader Instructions

Program Materials: 1 Video tape and Leader Guide
Participant Study Guide - copy for each participant
Module Feedback Form - copy for each participant

Tape Running Time: Approximately 34 minutes

Implementation Time: 40-60 minutes

Let's Get Started!

1) Watch the video and read over the Leader Guide instructions thoroughly prior to conducting the meeting with your participants. By doing so you will be much more comfortable with the material, and will get the participants to gain more as a result of attending. As you will see the video program is not just a studio stage, it contains live footage. This was done to keep your attendees more attentive during the session. The members of your group will laugh throughout the presentation. While this is a hoped for reaction, don't let them lose the focus of the real purpose of the meeting. Help them think about the concepts instead of listening only for the entertainment.

2) Introduction to The Professional Sales Excellence Series.

A) Set the stage for an impactful learning experience. Keep the atmosphere casual and enjoyable. Here is a suggestion on what you can say to begin the program:

"As we all know, today's marketplace is becoming increasingly competitive. It takes more than just product knowledge to become successful. It also takes effective sales and people skills to make it. That is why we have invested in this series. We will be receiving one of these video programs each month to play during our meetings. They will cover a different aspect of sales and marketing every month to help you increase your income. Today's program deals with *Selling to the Opposite Sex.*"

B) Refer to the Participant Study Guide for this module. Review the "Benefits to Participant" section with your group. Sell them on the importance of completing this program and participating in the 3 exercises included in this segment of the series. Get them excited about the series by telling them how important ongoing training is for sales and people skills. Please also ask the participants to follow along in their study guides. Encourage them to take notes and jot down any ideas that come to mind during the session.

3) Begin the tape. Stop at the "Stop Tape Here" graphic.

4) **Exercise 1. Page 2.**

A) Ask the participants to break up into 2's and ask them:
Which phases of the sale are you best at?
Which phases are your weakest?
How are these strengths and weaknesses helping or hurting your sales?

Try also to give them individual coaching on what you think their weaknesses are, but in a constructive way. Since this is a group setting don't let it get confrontational. Try to get them to tell you what they need help with.

5) Begin the tape. Stop at the "Stop Tape Here" graphic.

6) **Exercise 2. Page 3.**

A) Ask the participants to break up into 2's, keeping the same partner from Exercise 1, and discuss:

Which of the fatal communication errors are you guilty of?

Write down and discuss what you like and/or dislike about selling to women.

Are there any special techniques that you use to sell to the opposite sex?

Do you try to avoid them?

Are women more difficult for you to sell to than men?

B) Ask each of the above questions to 1 attendee to get an answer you all can discuss. Facilitate what they say. It is likely the others are also thinking the same thing. If you have any special ideas you would like to add, this is a good time.

7) Begin the tape. Stop at the "Stop Tape Here" graphic.

8) **Exercise 3. Page 4.**

A) Ask the group one more time to get a partner and discuss:

Ask a woman in your group what she likes best in a good salesperson.

What motivated her most to buy the last time she purchased from a man?

Does she prefer to buy from women more than men?

If so, does she feel more connected talking to a woman than a man?

- B) This next exercise will give you a good idea of what the group learned from the video. Are they selling the same way, or did they try to apply the ideas? It is important at first to get them to sell a pen or pencil. The benefits are obvious, and there is no advantage to a member of the group who has more product knowledge. Sales techniques are universal. Good skills work regardless of the product. After the pen/pencil exercise feel free to recommend they practice the techniques on the product you pay them to sell.

Take out a pen or pencil and try to sell it to a woman. Sell the pen the way she wants to buy. Take longer to develop the relationship. Let her take the time she needs to tell you about the concerns she has even though it may not relate to the product you are selling. Use the 4 stages of sales success as a model. Check at the end of each stage and make sure you aren't going too quickly for her. If you do, you will lose the connection with her.

If you are female, sell the pen to a man. Give him your resume in the first 15 seconds to build credibility and move through the 4 stages of sales success quickly. Ask him afterwards if that made a difference. Did you sell the way he wanted to buy? If he com-

plains or tells you a worry, try for impact by saying something like "That's no problem," or "No big deal," and ask him if he thought the comment belittled his feelings.

- C) At the end of the program ask each attendee to fill out the module feedback form. This is very important since from it you will learn what they liked best and what they will apply the soonest. Pay special attention to the suggestions they list on how you can improve the company to help them become more successful. This question alone will be worth the cost of the series if you pay attention and follow up on their suggestions, if warranted.