

The
Professional Sales Excellence
Series

Participant Study Guide

"Selling to the Opposite Sex"

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Module Outline

Section One: The Four Stages of Sales Success

Section Two: What Women Like Least

Section Three: How to Sell to the Opposite Sex

Benefits to Participant

You will:

- *Learn the most important phase of a sale.*
- *Learn why women will be your biggest market in the next decade.*
- *Learn 4 things men do to lose sales to women.*
- *Learn how women hurt themselves in sales and what to do about it.*

Instructions for Completion

- 1) Follow along in your manual.
- 2) Make notes in the margin.
- 3) Highlight or underline key areas.
- 4) Share with others your thoughts and ideas.

Section One:

Notes

The Four Stages of Sales Success

- 1) Approach
- 2) Probe
- 3) Present
- 4) Close

Women buy 83% of consumer goods.

Women buy 58% of cars.

Women buy 55% of Mutual Funds.

What women influence at home or at work can be as much as 20% higher than what they contract to buy. Yet most men are ignorant to the notion that they think differently, let alone that they buy differently.

EXERCISE 1

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?

Section Two:

Notes

What Women Like Least

Women communicate intimacy and rapport.

Men communicate status and power.

The ways men lose sales with women are:

- 1) Interrupting them.
- 2) Giving them unsolicited advice.
- 3) Being patronizing to them.
- 4) Not really listening to them.

EXERCISE 2

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?

Section Three:

Notes

How to Sell to the Opposite Sex

Women buy connection first.

Men buy credibility first.

Men communicate status and power.

Men try to align themselves higher than others due to their desire for competition.

Men want to know how much you know before they will open up to you.

Women want to know how much you care before they confide in you.

Women need to feel connected to you before they buy.

EXERCISE 3

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

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

3) Does she prefer to buy from women more than men? If so, does she feel more connected talking to a woman than a man?

4) 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 complains 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.

Notes