



8 Dos and Don'ts of Selling to Women

**February 21, 2019
9:00AM – 11:00AM**

We know there are differences between men and women—after all, men are from Mars and women are from Venus! But how do these differences translate to selling? Whether you sell outside the office or inside, it is important to understand how the other sex buys and what to do about it. Join us to learn the Dos and Don'ts of selling to women and how to tweak your approach for better results.

In this session we will cover:

- **Why men and women "buy" differently**
- **5 Dos that engage women in a selling scenario**
- **3 Don'ts to avoid when selling ideas, products or services**
- **How to "sell" comfortably no matter what your role is in the company**
- **The biggest myths when selling to women**

Selling to the different sexes doesn't have to be difficult. We will debunk the myths and discover real world applications to make selling easier no matter who you sell to and what role you play in the company.