

*In-House  
Workshops*

*Licensing  
Programs*

*Public  
Workshops*

*Personal  
Coaching*

*Written  
Communication*

*Oral  
Presentations*

*Interpersonal  
Skills*

*Personal  
Productivity*

*Course  
Development*

*Books*

*Audios*

*Videos*

*Multimedia*

*Software*

## Selling Across Gender Lines

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

### Key Objectives

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

### 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