

The EVOLVE Tool Planning Form™

Explore Personal Bias	What thoughts or beliefs regarding the opposite gender may come into your mind during the call?
Genuinely Value the Person	What will you do to demonstrate this in the sales call?
Remain Open-Minded	What will you do to remain open-minded during the call?
Listen with a Male and Female Ear	How will you listen for facts, feelings and emotion?
Prepare to Validate Facts	How will you validate facts while managing any gender differences that may be present
Engage/Empathize	<p>If you are a woman selling to a man, how will you demonstrate engagement with your buyer?</p> <p>If you are a man selling to a woman, how will you demonstrate empathy with your buyer?</p>