

Selling to Men, Selling to Women: The Significant Role of Gender Communications in the Selling Process - Workshop

Women in the United States BUY \$7 trillion dollars in goods and services a year, (and \$20 trillion globally). And men are hopelessly clueless when it comes to selling to women.

- Tom Peters –Re-Imagine

Men tend to be transactional in the way they buy and sell and women tend to be relational. Most men have never been trained to sell to women and most women have never been trained how to sell to men.

- Jeffery Tobias Halter, *Selling to Men, Selling to Women*



Does your sales organization (i.e. Chief Revenue Generators) understand how to tailor messages for maximum effectiveness to reach their target audience?

How is your company tapping into the \$7 Trillion opportunity that is women. In this engaging and informative session participants will:

- Explore the common pitfalls in the selling process regarding gender differences
- Examine on a deep level what men don't know about selling to women and what women don't know about selling to men
- Learn selling approaches regarding gender differences for staff members to get programs and budgets approved

Jeffery Tobias Halter is the President of YWomen, a strategic consulting company focused on engaging men in women's leadership issues. YWomen focuses on driving actionable business plans and strategies to help organizations create Integrated Women's Leadership Strategies. Jeffery is the former Director of Diversity Strategy for The Coca-Cola Company. Jeffery is also a Master Certified Sales Trainer with over 20 years of front-line sales experience.

Jeffery is the author of two books, *WHY WOMEN, The Leadership Imperative to Advancing Women and Engaging Men* and *Selling to Men, Selling to Women*. He is a contributing writer to the *HuffPost*, *New York Daily News*, *Working Mother Magazine* and a two-time TEDx speaker. His work has been profiled in *Forbes* and *US News and World Report*. Additionally he is a regular contributor to Fox Business Radio and Good Morning Charlotte.

His clients include Walmart, Altria, Bristol-Myers Squibb, Bacardi, Citigroup, Deloitte, Novartis, and dozens of other Fortune 500 companies. His best practice work focuses on other award winning companies such as McDonald's, The Coca-Cola Company, IBM, and GE.

Attendees told us they got "great tips on the differences between genders and how to recognize and adapt to them". Jeff was a great speaker.

- Group VP, Retail Market