

Throw them a bone - selling differently to men and women

1. In your proposal, focus on FACTS for men, emotions for women, to be most persuasive
2. Remember that the vast majority of men sometimes put on a "MASK" during a buying decision – where they might keep "straight faced" even if they are feeling pressure, whereas women are much more 'readable'. So do not take *apparent* lack of interest, as *actual* lack of interest – it could mean just the opposite.
3. In your proposal, focus on RECENT examples/facts as close to the "here and now" as possible to be the most persuasive for men; for women use more "bonding" type statement like "Remember several years ago how we...."
4. Whenever possible, bring COMPETITION into the buying decision (through meeting quotas, competing bids, etc.) for men; this tends to be less important to women.
5. Remember, most men sometimes act IMPULSIVELY in business buying decisions; women rarely do. Use this to your advantage for men!
6. In order for the male buyer to feel the most *comfortable* with you, ask him what he THINKS about something, or what he THINKS is a good next step, as opposed to just asking him "What do you want to DO next?". With a women, ask her what she FEELS is a good next step.
7. Most men, when making a buying decision, consciously or unconsciously consider if that decision will help further their personal AMBITION. This is not as important to women.
8. If asked to pick one or the other when making a buying decision, men are more influenced by WRITTEN words rather than *spoken* words. Women are more influenced by spoken words, than written words.
9. Most men consider, consciously or unconsciously, whether a buying decision will help them be perceived as a "GOOD MAN." This is not important to women.
10. Most men like looking like a HERO or getting recognition for a good buying decision, (as opposed to being part of a team getting recognition or just not making a big deal about it). Women tend to like being part of a team, and not taking personal credit.
11. Most men report it is important to feel like they are making an INDEPENDENT business buying decision, whether they are or not. Women, again, tend to prefer to be part of a group, and not have the decision rest on her shoulders.
12. Most men feel *less pressure* in the buying process if they are engaged in an ACTIVITY such as golf or lunch, as opposed to just meeting face to face across a desk. Women prefer not to be engaged in an activity, and focused on the conversation.

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