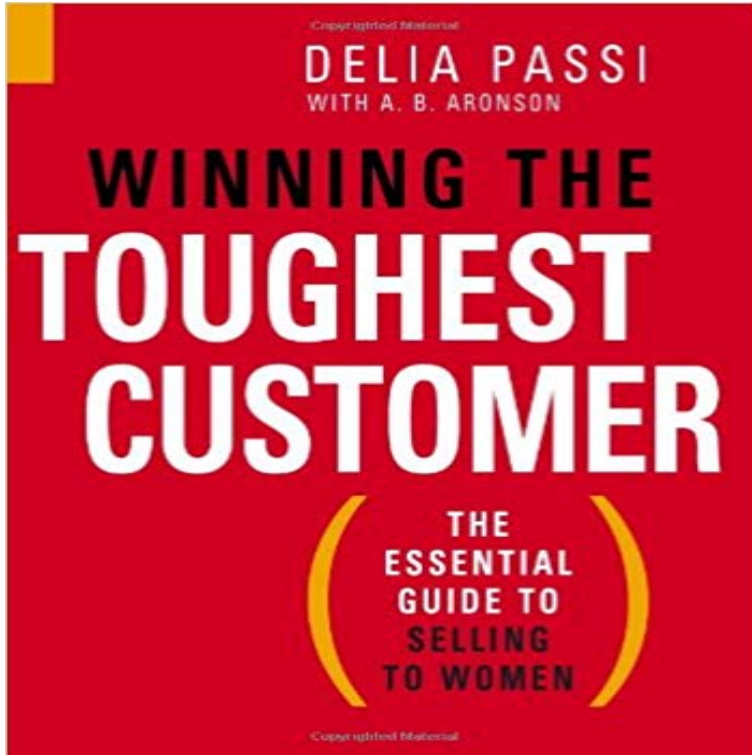


Winning the Toughest Customer: The Essential Guide to Selling to Women



If she had a choice, would she buy from you? Developing the skill and know-how to attract and retain female customers has never been more critical to success. Annually, women consumers spend \$3.7 trillion, women business owners spend \$1.5 trillion, and women make or influence over 94 percent of all purchases. You need her business to succeed. If you don't get it, someone else will. Yet to many sales professionals, understanding women customers is a daily challenge: the way women interpret behavior, hear unexpected meanings, take in peripheral information, and how they view the overall sales process. As a result, women's wants, needs, and expectations are often misunderstood. *Winning the Toughest Customer: The Essential Guide to Selling to Women* reveals how salespeople can thrive with this complex market segment by providing the tools to customize selling to women, and then to anybody else. This notable guide shows professionals how to meet the expectations of female customers and benefit from women's legendary loyalty and viral marketing potential. With Passi's seven-step sales process that clearly shows how to win sales in this powerful market, you'll learn how to:

- * Understand why women reach different purchasing decisions than men
- * Master ten steps to building solid relationships with female customers
- * Incorporate the newest selling techniques to increase sales and garner repeat business.

In *Winning the Toughest Customer*, author and industry expert Delia Passi shatters gender and sales myths with boldness and humor, enabling salespeople and entrepreneurs to properly communicate and close the deal with the most influential buying market segment in the world.

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