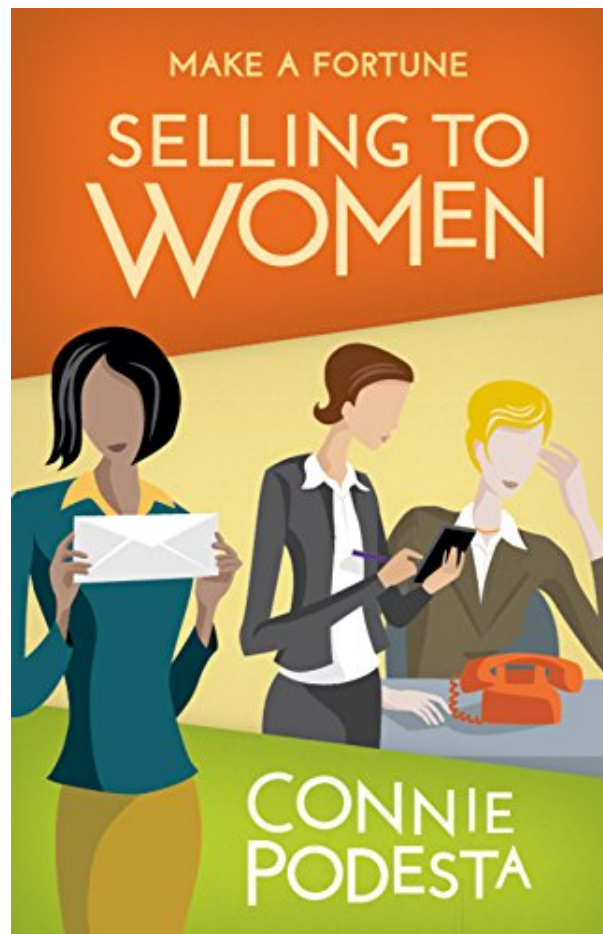
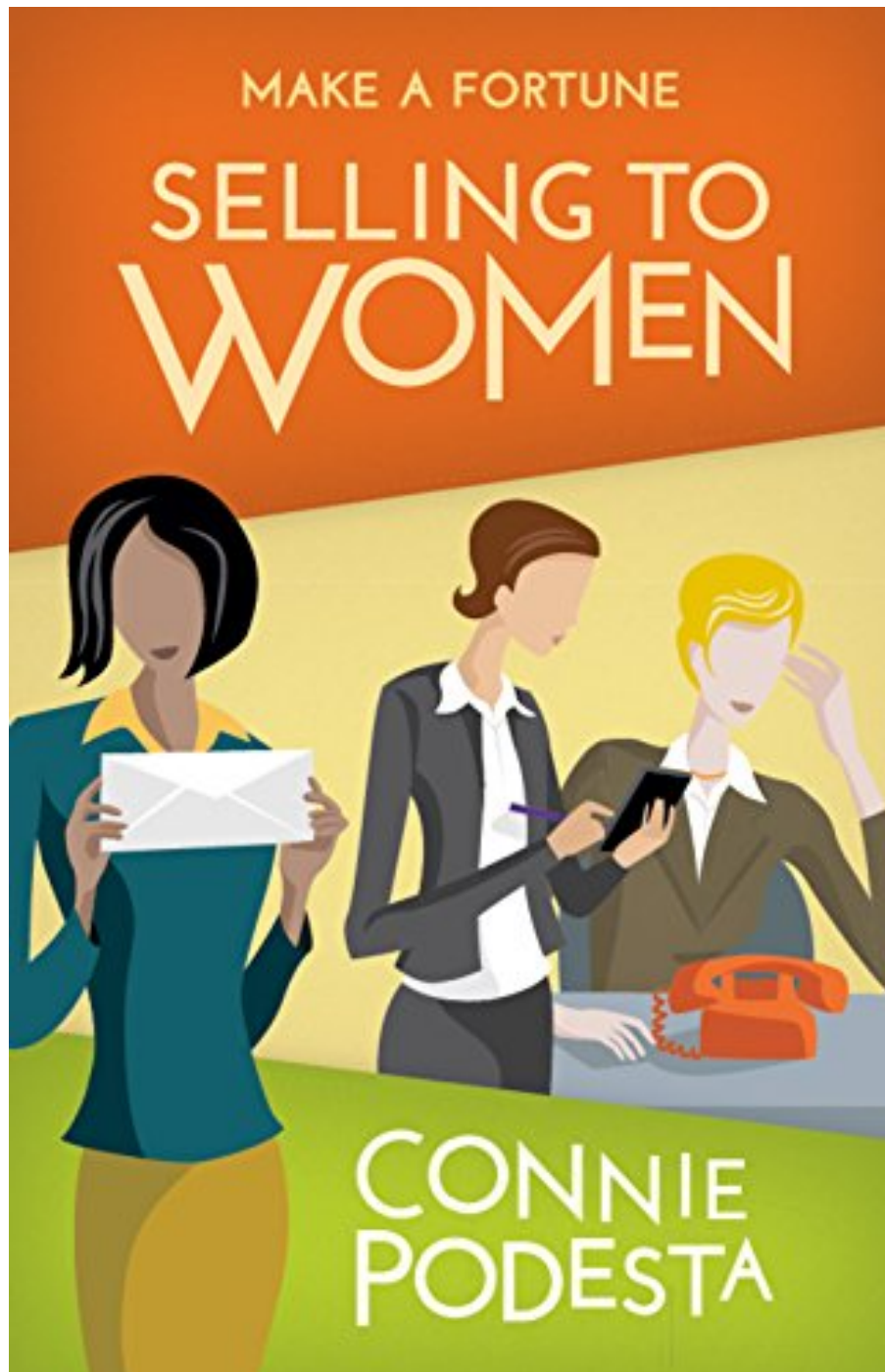


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## **Review**

If you are attempting to sell to men and women the same way, you are leaving tons of business on the table. Connie Podesta has done a terrific job of quantifying the differences and providing successful, gender-specific strategies to gain commitments. This is a must-read for anyone selling to both sexes. --Don Hutson, coauthor of the #1 New York Times bestseller *The One Minute Entrepreneur* and CEO of U.S. Learning

## **From the Author**

Statistics show that women influence 85% of all purchasing decisions. However, most sales training focuses on selling to men--even though men and women have very different expectations about their shopping and purchasing experiences.

Connie Podesta, an expert in the psychology of human behavior and sales strategies, will give you a realistic and insightful view into a woman's mind from the moment the sales relationship begins. She shares the top five deal breakers for women and how to avoid them so you can **CLOSE THE DEAL** every time. Connie Podesta has helped tens of thousands of salespeople attract and keep more customers plus become more successful than they thought possible. And the really good news? You'll also learn new information about how to understand the psychology of selling to men as well!

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# **MAKE A FORTUNE SELLING TO WOMEN BY CONNIE PODESTA PDF**

The Deal Makers and Deal Breakers You Must Know to Close the Deal Every Time!

"In *Make a Fortune Selling to Women*, Connie Podesta combines psychology and sales tactics to create a how-to guide for closing sales with women. With a lively voice and no-nonsense tone that both men and women will appreciate, Podesta offers specific tips for overcoming the big five Deal Breakers:

1. She doesn't want to play the game
2. She doesn't think the salesperson views her as a legitimate decision maker
3. She doesn't like the salesperson
4. She doesn't trust the salesperson
5. She doesn't think the salesperson is the right person for the job

Riddled with revealing anecdotes, *Make a Fortune Selling to Women* describes the male and female approach to the buying experience--without being condescending to either gender. And both salesmen and saleswomen will rely on this book to help them secure more sales with women."

- Sales Rank: #724688 in eBooks
- Published on: 2011-09-27
- Released on: 2011-09-27
- Format: Kindle eBook

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Most helpful customer reviews

2 of 2 people found the following review helpful.

Smart Selling Techniques that Make Sense!

By Carmen J. Carrozza

This book, "Make a Fortune Selling to Women", gives the expert advise of a nationally known business coach, Connie Podesta. As a business coach myself with a long background in retail sales, I found the information Connie offered right on target. Woman and men are very different to sell to, and her smart intuitive tips and tools can help an average sales person become a sales leader. Selling just to sell or make a commission never creates loyal customers. Connie delivers smart relationship building ideas filled with integrity and needs based selling philosophy that drive both loyalty and trust.

2 of 2 people found the following review helpful.

Right On Target!

By Julie Escobar

If you ever want to get to the heart of a topic - especially one dealing with learning the inside scoop on what makes people tick so you better CONNECT with them and of course SELL to them, pick up a book by Connie Podesta. Sharp, funny, on-topic and just what you need to know if you're eager to boost your sales production by selling to more WOMEN. Surprisingly? This book offers strategies and insights for selling to men as well - and for boosting your business performance on every level. Connie - you rock!

2 of 2 people found the following review helpful.

Great Read!

By Robert Verderber

As someone who works with strong women and a wide variety of personalities - this book was right on the money. Connie Podesta has a great way of cutting to the chase with real-world, how-to strategies and solutions. Thanks Connie.

See all 17 customer reviews...

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