

6 Ways to Pick Up a Female (Client)

For years, women have been known for navigating shopping malls and department stores. But women are not only shoppers, they are buyers as well, influencing 75 percent of financial decisions. In fact, women write 80 percent of all checks, pay 61 percent of all bills, and own 53 percent of all stock. Women are a part of nearly all consumer financial decisions and make close to one third of those decisions without assistance. So why not increase your revenue potential by picking up as many female clients as possible? Here are some tips to increasing your female client base:

Catch her eye. Do you have products that women want? Are your existing products and services appealing to the female buyer? Women are interested in products that are low-risk and generate a feeling of security, such as spousal life or long term care insurance. Survey your

existing female clients to determine what promotions work and what might set you apart from your competition.

Be persistent, but avoid being overly aggressive. Excessive talking can kill a deal and slick talkers never make the sale. Early on, you need to gain a woman's confidence and earn her respect. You can do this by being concise and orderly with your presentation. Display confidence, not arrogance. Also, remember to be conscious of her time and

family; decisions are impacted by these factors. Always articulate your business value to overcome objections or delay in closing the deal. Be prepared to answer questions that arise as a result of attacks by the competition. A savvy marketer knows his or her competition and understands their strengths and weaknesses.

Display good manners. The degree of sensitivity you demonstrate is probably one of the simplest ways to impress female clients. Promptly return phone calls and messages. Send a thank-you note after important meetings. Use sensitive language; don't be

INCREASE YOUR REVENUE BY MARKETING TO THE KEY DECISION MAKERS: WOMEN

condescending or insincere. Inquire about family and important events in your client's life. And remember to avoid industry lingo — not everyone is up to date on the latest buzzwords.

Give her control. A woman needs control over her environment. It is important to ensure that your female clients are comfortable and secure with your knowledge. When you deliver a proposal make sure it is designed to meet *her* needs; don't dictate what you think will work for her. Don't use intimidation. A woman may make a purchase based on an emotional decision, but she'll back it up with logic, so respect her knowledge.

Be a great communicator. Listen first, then ask questions. A woman will respond favorably to someone who can understand her situation and clearly and concisely explain appropriate solutions. What are three key points you want your prospect to remember about your business? If you have communicated effectively, then those messages will facilitate a decision — hopefully a positive one.

Be bold. Solicit her business directly. For example, you may ask, "Is there anything that will keep you from signing the contract today?" Once you get her business, don't let it slip away. Women can be more difficult to win over, but extremely loyal once committed.

Use these tips wisely to boost your effectiveness with female clients. Eventually you will need to address your total enterprise, from recruiting to product development to culture, in order to transform your business to broaden your appeal to women. But in the meantime, let your sensitive side shine.

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