

# What do Men Really Want?

Frankly, I have no idea. However, last month's article inspired several men to share their thoughts on how to establish a successful, professional relationship with *male* clients. It seems obvious, yes, but there are specific characteristics of male prospects that, if you identify properly, can help you increase your sales. If you know what a man's thinking and what he wants to get out of his financial advisor, you will find the door will open a lot easier, no matter if you're a man or woman.



## What's He's Thinking

As the head of the family, the man is the protector and leader. As a result, it is important that his wife and family are secured with ample resources — in case tragedy strikes — in order to live comfortably without him. While he may make financial provisions for the future, it is his belief that he will always be healthy and be able to provide for the family. As a result, he does not want to burden the children with financial matters until it is absolutely necessary.

Men want to be rewarded, congratulated, admired and appreciated for making wise financial decisions. They do not want to be wrong or embarrassed or viewed as uninformed. (Just think about how hard it is to get them to stop and ask for directions!) It is important that he is regarded as the decision maker — even if he really is not. He wants his wife's full acceptance of a decision because he doesn't want to fight his way into it. Also, be cognizant of his time — he doesn't want to waste it.

## How To Target Male Clients

- Notice the pictures on the wall of his office. Where he spends his time and money are indicators of what is important to him. Take this opportunity to start a conversation on topics that appeal to him and build an instant rapport. If you're male, you can sink to a lower common conversational denominator than a woman can, but don't assume every guy thinks like... well, a guy. Remember, you are a professional.
- Seek opportunities to network among male-bonding events. Kiwanis, Rotary and Chamber meetings are good examples. These are great venues to forge connections.
- (If you're male) Look up old fraternity brothers. Conducting business is a great excuse to hang out with college buddies. Remember, lifetime friends are an endless

## Getting inside the male mind

supply of referral sources. You must, however, take care not to appear as though you are just there for business. If you are sincere, the business will come.

- Sponsor sports-related activities. For example, host golf tournaments, even if you don't know how to play. You can discover a lot about a man's nature by hanging out with him in this environment. His values, hopes and dreams seem to surface during these types of informal gatherings. Sponsor a little league baseball or softball team or provide T-shirts displaying your company's logo. Consider throwing a football or basketball party before actual sporting events. Male bonding is most powerful during these passionate times when you are developing team spirit.

Opportunities to attract business are out there. Take the time to be creative in order to generate an atmosphere where you can work together as a team towards a common goal — the financial security of your client.

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