

# 5 Insider Sales Secrets Every Woman Needs to Know To Sell Smarter and Make More Money



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[www.womensellingsmarter.com](http://www.womensellingsmarter.com)

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# My Story



- How I went from a being low paid school teacher to doubling my income and building one of the fastest growing companies in my region.



# This call is for you if...

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- You're tired of small fry orders (and small profits) and you want to get big company accounts and repeat business.
- You want to have a business and time to enjoy your life.
- You've thought about getting WBE (Women Business Enterprise Certified) but you're just not sure if you qualify, or if it's worth your time.
- You want to sell more without being pushy, or using old school manipulative techniques.



# Here's What We're Going To Cover:

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- The big shift that's happening in sales today and why women have the advantage.
- The #1 way to get more done and make more money.
- How to get your foot in the door of the big companies.
- How to leverage WBE and MBE certification and create advocates for your business.
- How to stay motivated and positive.



# Good News

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- There are easy steps you can take today to sell smarter increase your business.
- The economy is easing. Many think the recession is ending.
- The steps I'm going to share with you and the information in the *Women Selling Smarter* Program will help you get the sales now and do even better when things start to pick up.
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# Secret # 1

## Women Have The Advantage



# Women Are Great Communicators

- Good communication is key to successful selling relationships





# Women's Work Style is Valued

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- Work style of collaboration and cooperation, not competition is what's working.
- Companies with women at the helm are doing especially well.
- Work, life balance is possible.
- Results are what count, not hours in the office.

# More Marketing Campaigns Are Geared To Women Buyers

- Women are the largest purchasers of consumer goods. Marketing campaigns are actively reaching out to them.



# Women Control More Buying Decisions

- Estimated 70% of the buyers of promotional products are women.



# Diversity Programs Seek Women



- Women Business Enterprise
- Minority Business Enterprise
- Corporations
- Government

# Women Are More Detailed Oriented

- We tend to have an easier time writing orders and paying attention to the little things that make our clients happy.





# What's The Next Step

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- These advantages help, but they won't get you the sale.
- You need to be prepared.
- Understand your customers business challenges provide value beyond the products you sell.
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# Women Selling Smarter Program



- Why I created this program.
- Special offer
- Sell Smarter/Make More Money
- [womensellingsmarter.com](http://womensellingsmarter.com)



## Secret # 2 Focus Your Time

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- Best question: what will help me make the most money today?
- Spend time doing a few things well.
- Use a weekly action plan or calendar.
- Plan the next day the night before.
- Plan the week on Sunday.
- Stop multi-tasking.



# Secret # 3 Big Companies Want To Do Business With You

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- Strong value proposition that cuts through the clutter.
- Companies buy results
- Document success stories of how you helped companies:
  - Increase
  - Decrease
  - Get more sales etc.



# Leverage WBE, MBE

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- Companies have entire diversity departments set up to look for WBE and MBE Certified Companies.
- Not just for government contracts.
- Not all orders are out for bid.
- Marketing tool, not guarantee of order.
- Partner with WBE and MBE companies.



## Secret # 4 Don't Go It Alone

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- Look for complimentary businesses you can partner with.
- Network with other successful women.
- Your customers want to help you.
- Model other successful women. Don't reinvent the wheel.



# Secret # 5 Success Is An Attitude

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- Act as if you couldn't fail.
- Enjoy every call.
- Surround yourself with positive people and motivating materials.
- Never stop learning. Invest in yourself.
- You deserve it. You can have a great business and a great life.

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- Learn the secrets of super-successful women.
- Share ideas and resources.
- Don't go it alone.
- Get on-going advice.
- Have a business and a life!





# Thank You!

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- Questions?
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