

# Selling To Women & Couples



**Sharon Roberts**  
**Roberts & Roberts**  
**Associates**



# Description

Learn how to avoid the behaviors that send off alarm bells to a woman's "intuition" and cost you product and service sales. Gain revealing insights into what brain scans reveal about the differences in how men and women solve problems and make decisions. Discover how the powerful, profitable women's network can work for you. Learn how to avoid conflict and confusion when working with couples and teams. Sharon will demonstrate and explain the silent signals that you and your potential clients consciously or unconsciously use that speak much louder than words. You will also develop skills to adjust your silent signals to project confidence and trust.

## Key Outcomes

- Avoiding specific behaviors that raise red flags that cost you sales when selling to women and couples
- Avoiding misinterpreting “her” language . . . what “she” says versus what “he” hears
- Avoiding conflict and confusion when selling to couples
- Reading and interpreting “silent signals” . . . body language: yours, hers, and theirs
- Tapping into the powerful, profitable “women’s network” . . . fully grasping what she means when Sharon says, Women do not gossip, they advertise! ®

*As an added benefit, many owners and managers report that the message of this seminar made a positive difference in:*

- Their personal relationships with their spouses/children (many, many have said, “You saved my marriage.”)
- Their relationships within their companies with their staff

# Other Information

## Recommended Attendees:

- Sales Managers and Sales Professionals
- Service Managers and Service Techs
- Dealer Principals and General Managers

**Prerequisites:** None

**Duration:** 1-day

**Delivery Method:** Classroom, led by Sharon Roberts,  
author of *Selling To Women & Couples*

# Testimonials

*“I put \$22,500 on my bottom line on my next sale — and it was a direct result of what I learned in your seminar!”*

*“My sales went up immediately when I stopped the 8 behaviors that send off alarm bells to women buyers!”*

*“I literally changed my entire business model after hearing your presentation.”*

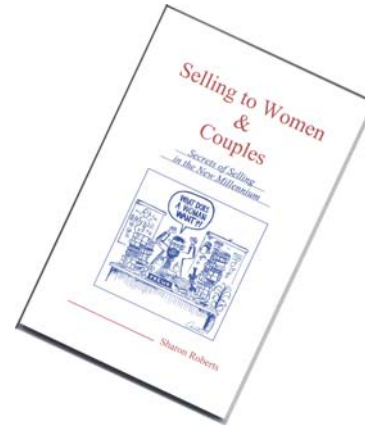
*“I’ve been in this business for many years so I thought I knew all there was to know about selling to women. Thanks for taking the blinders off my eyes!”*

# Take-Away Skills That Grow Profit & Sales



## High Impact Speeches & Seminars

Selling to Women & Couples  
We've Got to Talk: What You Need to Know About Brain Sex  
Silent Signals/Body Language  
Powerful Painless Presentations  
Customer Service: The Winning Edge  
Negotiating Without Confrontation  
Managing Conflict & Confrontation  
Personality-Based Selling & Managing  
Project Management for Contractors  
Lessons in Leadership  
From Luminaries & Lunatics  
Getting It On The Calendar: No More Ballpark Pricing



**Sharon Roberts**

## ***Roberts & Roberts Associates***

3400 Dartmouth  
Plano, TX 75075

Phone: (972) 596-2956

E-mail: [info@R2assoc.com](mailto:info@R2assoc.com)

<http://www.R2assoc.com>

## Consulting and Coaching Services