

New Book Illustrates How Women's Innate Relationship Skills Can Benefit Them in a Tough Economy

Selling in a Skirt gives female sales professionals and male managers the tools to reach the lucrative female market by embracing gender differences.

DALLAS, TX, September 4, 2011 – Despite doom-and-gloom reports of the flagging economy, companies have a huge opportunity to grow their sales revenue, and female sales professionals can lead the way by leveraging their innate relationship skills, according to Judy Hoberman, author of the new book, *Selling in a Skirt*. That's because women account for 85 percent of all consumer purchases, and they are more likely to buy from a salesperson who speaks their language.

“Men are transactional, but women are experiential,” explains Hoberman, who is also a successful speaker and sales training consultant. “For example, when a man goes to buy a suit, he wants to find a suit in the right color that fits and be done with it. A woman looking for a dress will think about where she can wear it, whether it flatters her figure, if she has accessories to match, and how it fits in the family budget. At the same time, she is evaluating whether she likes the layout of the store, the lighting, the smell, and the way she was greeted when she walked in. All of these factors will weigh into her decision of whether to purchase the dress,” she says.

With nearly 30 years of sales experience, Hoberman proved herself as a top producer across several industries by leveraging the relationship skills she says are inherent to women. Most sales training programs are taught by men and geared toward a male communication style, she says. That approach is outdated in the modern economy, where women have significant buying power.

“The slam-bam-thank-you-ma'am approach to sales doesn't work with women,” she explains. “Women like to ask a lot of questions. They might even talk about their family or recent events, which can be baffling to a man, but it's all part of their thought process. Women want to feel a sense of connection. Sales professionals who understand this dynamic and adapt to a woman's communication style are much more likely to make the sale, and to win referrals if they continue to nurture the relationship.”

Companies do not need to have separate sales training programs for men and women, she notes, but instead should teach associates to use the differences in how men and women communicate as assets, so they can adapt their approach to the individual client. In addition, companies that focus on recruiting, retaining and promoting women in sales can gain a competitive advantage in a tough marketplace, Hoberman says.

About Judy Hoberman

As a former sales manager, trainer and veteran salesperson, Judy Hoberman leveraged her rich experience and insights to develop a training program that addresses the gender differences that affect corporate America. Her new book, *Selling in a Skirt*, gives women in sales the tools to use

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their innate relationship skills to make more sales; helps male managers recruit, train and retain female sales professionals; and teaches both genders how to sell to the lucrative female market. Judy also has created a suite of workshops, seminars and coaching programs that complement the book. Drawing on nearly 30 years in sales, her humorous stories about how men and women sell, manage, recruit and supervise differently will enlighten you about how both genders can better support each other's successes in the workplace and in the field with their clients. For more information, visit www.sellinginaskirt.com.

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