Importance of Creating a Gender Based Marketing Strategy by Mark D

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Different approaches should be taken when selling products or services to a man when compared to a woman. As they say that men are from mars and women from Venus both of them think very differently and hence, their thinking should be influenced by different methods.

For example, when a man decides to buy a home entertainment package like Verizon FiOS Bundles he looks out for the technology used, sports packages and extras based on his personal interests. But when a woman goes out to buy it she will choose a package that fulfills everyoneâ€™s interests of her household. Because their psychologies differ so much, they should be convinced to buy a product using different methods.

Presentation is also very important. The salesperson talking to a male client doesnâ€™t have to concentrate much on looks and cleanliness. It is okay if he doesnâ€™t have the required documents on hand and his sleeves are folded up. But when the same salesperson is referring to a female client, he should be spotless from head to toe. He should comb his hair properly, have manicured nails and even his shoes should be well-polished. The salesperson should be prepared with all the necessary documents before hand and shouldnâ€™t go rushing in front of the customer. Women seek perfectionism.

Words should be spoken with extra care in front of a woman customer. Women are better listeners and they will analyze each spoken word. A lot of emotion should be involved in the talking because women are drawn to emotions immediately. Like when selling clothes to a lady, tell her how you will feel bad for her if she has to sweat badly in the summer due to her nature of job. Pick a nice cotton dress for her and ask her to try it. The customer will be highly touched and will take less time to buy the product. Seventy five percent of the job is done if she is won emotionally.

Next important point is to never stop talking in front of the female customer. The moment the salesperson stops talking, she will start thinking deeply about the product and will start examining every detail of the product and will give a second thought to the product. Women have the capability of multi-tasking. They will be able to listen as well as read the manual at the same time. So keep her involved into many things at a time. A man lacks the talent of multi-tasking. If a male client gets involved with something else, stop speaking immediately because he will be unable to concentrate on both the things and it will lead him into a confusion state.

Another point to be taken care of is, itâ€™s not a good idea to have a woman salesperson when a male client is to be handled. Women talk a lot and men are bad listeners. The woman salesperson will go on and on about the product and the man will just nod his head without getting any meaning out of it. They will not able to express properly whether they are getting the point or not. But on the other hand, a woman client can easily express how much she has followed. Even if they donâ€™t speak it out, her facial expressions will tell it all. So when a salesperson is dealing with a female customer, he or she should watch out for the clientâ€™s expressions. If she shows any state of confusion or dislike, try taking a different approach.

Men clients can be made to understand about the product by simply drawing the outlook of the product using a simple pen and paper. Men have a good capability of visualizing the three dimensional images of the product which is being referred to. But women are not so good that. To present a clear picture, the sample or the actual product should be shown to her.

Complimenting a male customer is a very good idea. He will be over whelmed and will take it in a

good sense. But a woman is a careful listener, so any compliment should be given with extra care. Any fake compliment will be immediately detected.

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Being a freelance writer and active blogger, I like to share my thoughts with rest of the world and to source out some great deals on home entertainment service like a Verizon FiOS Bundles. Making your marketing pitch based on the customerâ€™s gender is imperative to close the deal successfully.

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