



If **She** had a choice, would she buy from you?

Winning the Toughest Customer: The Essential Guide to Selling to Women

(forthcoming from Kaplan Publishing, July 2006) is a one-of-a-kind insider's guide to selling almost anything to almost anyone better, starting with the hardest nut to crack. Filled with practical tools and tactical strategies, it provides everything it takes to meet and exceed the expectations of planet Earth's most discerning and influential market: women. And from there, the sky is the limit.

○ Do the math.

Right now, women consumers spend \$3.7 trillion. Women business owners spend \$1.5 trillion. More than 60 percent of high-net-worth women have earned their own fortunes. Three-quarters of women executives in the Fortune 500 out-earn their husbands. All those numbers are only projected to grow. And coming soon (by 2015): \$12.5 trillion in generational wealth will come into the hands of women.

○ Women are more brand and seller loyal and refer business at twice the rate of men.

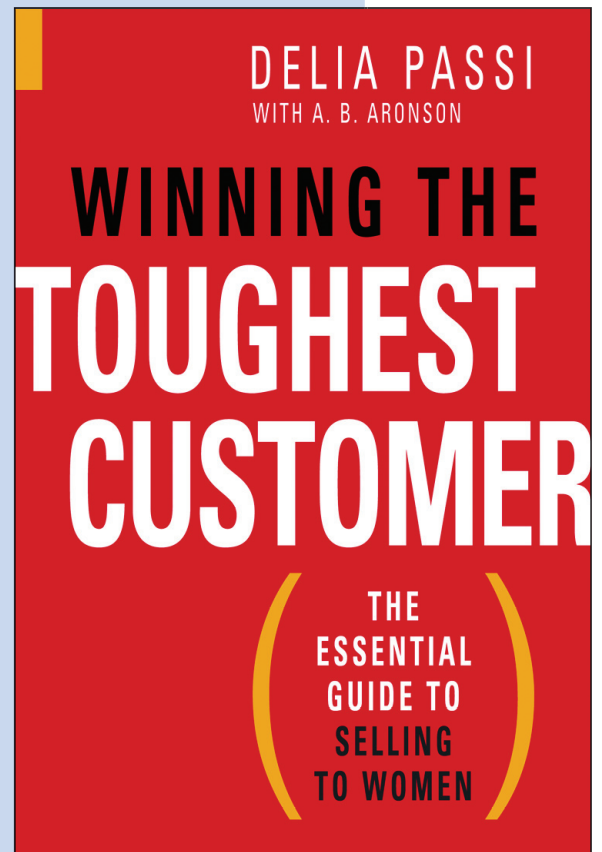
Drop the old refrain that says women just demand more time, more information—resulting in nothing more than a longer sales cycle. This unique guide shows the ROI in meeting a female customer's expectations, and reveals how to reap the rewards of women's legendary loyalty and viral marketing potential.

○ Clearly, when there's something to sell, speak to the woman.

But learn to do it in her language. It's not rocket science. It doesn't require flying from Mars to Venus. And it doesn't require rewiring your brain. It's called code-switching, and means making some smart adjustments to your language and approach to connect with female customers, close the sale—and keep her coming back for more.

○ Become the salesperson of choice to any and every customer.

In *Winning the Toughest Customer*, industry expert Delia Passi shatters gender and sales myths with her humorous, no-holds-barred approach, asking salespeople and entrepreneurs: "If she had a choice, would she buy from you?" If she would, so would almost anyone.



DELIA PASSI
WITH A. B. ARONSON

WINNING THE TOUGHEST CUSTOMER

THE
ESSENTIAL
GUIDE TO
SELLING
TO WOMEN

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Winning the Toughest Customer

gives you the **tools**
to make a customer, not just a commission.

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Delia Passi

author of *Winning the Toughest Customer*

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Speaking opportunities and training programs are available with Delia and Medelia Communications.

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About Delia Passi and MedeliaCommunications: Delia Passi is President and CEO of MedeliaCommunications, a premier, ROI-driven marketing company that converts target markets to customers. MedeliaCommunications supports large corporations in their efforts to build market share among women, small businesses and diverse markets. Specialists in client service and unique turn-key programs, MedeliaCommunications fuses insight and expertise in Marketing, Promotion, Strategic Partnerships, Sales Training and Women’s Initiatives. www.medelia.com.