

10 Tips For Marketing & Selling To Women

- 1 **Set a goal:** improve customer satisfaction by x%; increase sales or profits by y%.
- 2 **Identify success factors:** what do you need to do to achieve the goal?
- 3 **Understand your customers, their purchase process and your marketplace.** Identify distinct customer personas, each's needs and how you will fulfill those needs. What are sources of potential customer conflict? How can you use your online presence to educate & answer questions?
- 4 **Acknowledge that men and women communicate differently;** understand what's important to each and what matters for establishing trust and developing meaningful customer relationships. Consider internal training; exchange best practices.
- 5 **Determine how to measure progress.** What are your key performance indicators? Are they measurable and actionable?
- 6 **Develop next steps.** What is your action plan? Who is responsible for monitoring details? How will you report progress? What will you do with the information?
- 7 **Do you need to survey your employees and customers?** How frequently? What tools will you use? What will you do with the data? Don't assume you know all the answers!
- 8 **Communicate what you learn back to your organization.** Celebrate what works. Fix what isn't working. Involve your entire organization in identifying solutions.
- 9 **Communicate solutions back to customers** so they realize you are listening to them. This builds loyalty. Take advantage of online tools to communicate transparently in a way that builds trust [and keeps a permanent record of your progress and commitment!].
- 10 **Think long term.** This is not a quick fix. Rather, this is a an ongoing process that is part of how your organization and people define themselves.

