

Women Leadership

<https://rainmakersgroup.ca>

Module I: Stand Out - Become a Woman that WOWS



As women in sales and as business owners we have unique challenges and obstacles, particularly when in male dominated industries.

- Discover how we are different and how to use the incredible girl-power strengths we possess to our advantage when selling.
- Learn tips, techniques and strategies specific to us as women to advance your sales careers and your businesses.
- Understand the boys club, how men think, and the traps to stay away from to rise above.
- Learn how to be heard, earn respect, and use our gifts to become top performers.

And create improved balance with time management tips to ensure we shine in all areas of our lives.

Module II: The New Power Purchasers - Women vs Men



Did you know that women drive 70-80% of all purchases? Discover how to tap into this unique and powerful group of purchasers and how they differ from men.

- Learn how their habits, behavior, thought processes, purchasing triggers and preferences are very different from men when making buying decisions.
- Discover the selling techniques, approaches that work best with the each gender.
- Learn the customer service expectations of women to maximize sales and best serve this influential group.
- Understand their role with online shopping, the importance of peers, mobile devices.
- Discover the situations to avoid that cause the most frustration.

Women are more influential and powerful than ever before when it comes to selling. Uncover the key to the female mind and maximize your sales opportunities.

Module III: Nail Your Negotiations



Negotiation skills are critical in business. Do you feel your negotiation skills are lacking? Want to feel more confident and in control instead of feeling like you got the raw end of the deal? Gain valuable insight:

- Learn the fundamentals required to create a more successful negotiation.
- Learn the common negotiation tactics used in negotiation and how to handle them to better protect your interests while creating a win/win.
- Discover how men and women differ when negotiating.
- Learn how to leverage the natural skills women possess.
- Leverage your personal strengths and improve your weaknesses to create improved outcomes.
- Learn when you should and shouldn't negotiate.
- Top negotiation mistakes.

Expand your negotiation skills so you can feel more confident and controlled while learning how to create more enhanced business and personal relationships and outcomes.