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How to Sell to Men Without Wearing a Low-Cut Dress

Deborah Gardner

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SEX SELLS! That's How You Have to Compete in a Man's World Or is it? As a sales woman in business today, you might find the sales process cruel and frustrating when pitching products or services to men. You do have options when pressured to do "whatever it takes" to impress them. Blunt discussions and tell-it-straight tactics in How to Sell to Men Without Wearing a Low-Cut Dress reveal how you can subtract the sexual sizzle and still advance your sales career. You will discover- • Common mistakes women make selling to male buyers • Tactics for selling to men that will not ever involve baring skin • Basic motivators men require when purchasing from a woman • Safe, not sexy, ways to communicate with men in sales situations • The essential role of confidence-do not leave home without it Drop the worn-out strategies and learn how to conduct business that will enhance both your self-esteem and your bank account. This book bares it all.

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