

Gender Selling

Coaching Questions

“How do you act around males?”

Topic Introduction

Females and males act different around their own and opposite gender.

Discussion Questions

- Do you speak differently?
- Do you have different body language?
- In what other ways may you behave differently?

Key Learning

By knowing how we are adapting to who we are communicating with, we are able to improve our ability to build rapport.

“How do you act around females?”

Topic Introduction

Females and males act different around their own and opposite gender.

Discussion Questions

- Do you speak differently?
- Do you have different body language?
- In what other ways may you behave differently?

Key Learning

By knowing how we are adapting to who we are communicating with, we are able to improve our ability to build rapport.

“Does it matter more in some geographical areas?”

Topic Introduction

Gender is important, but this can be further emphasized based on the culture and other factors.

Discussion Questions

- Are there other factors that come into play when building a relationship with a specific customer?
- What is their DISC profile?
- What is their cultural background?
- What is their personal experience, education, or other context?

Key Learning

Gender is just one part of a larger picture. Stereotypes are helpful, but only up to a certain point.