

# Winning Her Business Keynote Program Summary

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## Why Women are the World's Most Powerful Consumers

1. Women drive 70-80% of all consumer spending through a combination of buying power + influence
2. As “chief purchasing officers” of their households, women can have a *multiplier effect* on sales
3. Women’s economic power has skyrocketed due to workforce participation and educational attainment
4. Women are driving a gender shift in wealth
5. From a life insurance standpoint, women are under-insured compared to men (LIMRA)

## Transactional and Holistic Buying Styles

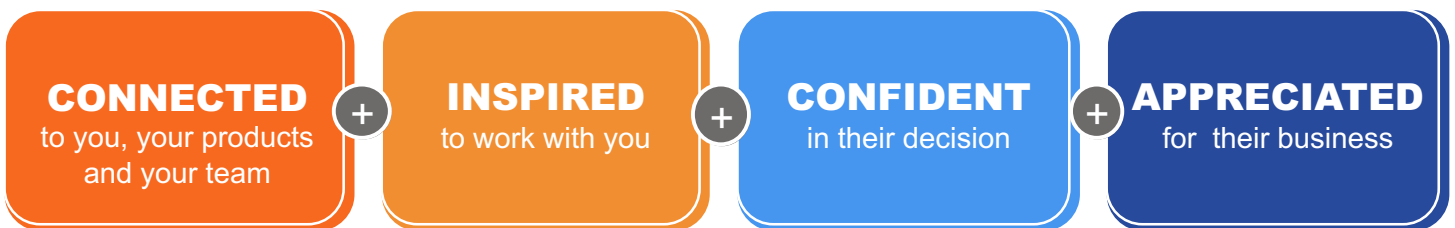
**Transactional Buying:** This is a linear buying style in which the client is evaluating the product only and has low expectations for attentive service.

**Holistic Buying:** This is a comprehensive buying style that places high value on both the product *and* the client experience.

In high stakes buying decisions, such as financial products and services, women are often holistic buyers, asking themselves: “*In a worst-case scenario, can I count on this professional to stand behind their product?*”

## The Four Motivators® Framework

*The goal is to drive an emotional connection that help clients feel:*



- Show your interest with open-ended questions
- Feel free to take notes!
- Demonstrate active listening by building in pauses
- Give equal eye contact and attention when working with couples
- Show you are vested in your client’s knowledge
- Provide fast follow-up and be proactive with outreach
- Tie performance metrics & numbers to real-life goals
- Share stories about how your work has helped others
- Master the details: the little things are the big things
- Focus on the future in client conversations
- Use transparency in fees and language
- Avoid jargon
- Create a calendar of consistent client communications
- Show appreciation
- Focus on etiquette in client interactions
- Remember/refer to meaningful details about your clients’ lives

**Let’s Connect on Linked In! Bridget Brennan, Female Factor Corp.**

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