



The Art of Selling to a Woman (Instant Insights)

Tanya Pluckrose

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The Art of Selling to a Woman is a fresh approach to attracting and retaining the most influential purchasing demographic in the world today - the discerning woman. In this book, Pluckrose takes you on a journey through the three main dimensions that women travel through on their way to making the next purchase - appearance, approach and accountability. Through her more than 20 years of experience serving the world's diverse elite, Pluckrose developed her signature Surprise and Delight System, which creates an environment for her clients to attract and retain their most sought after customers. In the Art of Selling to a Woman, she provides a step-by-step approach to developing the right service experience for any organization, which results in a dramatic increase of both market share and repeat sales of the new marquee client.

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