

Unit 5. Ladies first.

Men are from Mars, women are from Venus.



Content

1. Women in different cultures: Muslim society vs. American realities.
2. Gender psychology: men and women are different!
3. How do men and women think and take decisions?
4. Language of cross-gender communication.
5. Women in business: trends and statistics.
6. Women are experts in establishing relationships.
7. How to sell to women.
8. Women rights movement: Be careful, as you may get what you ask...
9. Sexual harassment: nightmare of American culture.

Women rule!

- Tom Peters: “As Leaders, women rule. New studies find that female managers outshine their male counterparts in almost every measure”.

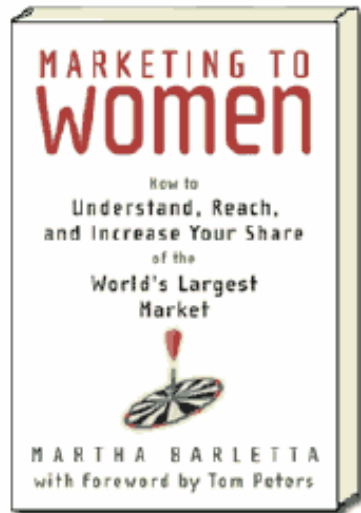


Opportunities for women

	US	UK	EU	Jap
Middle management	41%	29%	18%	6%
Top management	4%	3%	2%	<1%
Coll. students	52%	50%	48%	26%

Source: Judy Rosener, *America's Competitive Secret*

Listen to Experts



Marketing to Women

How to Understand, Reach
and Increase Your Share
of the World's Largest Market

by Martha Barletta

foreword by Tom Peters

272 pages
Dearborn Publishing, January 2003
Now available in 12 languages

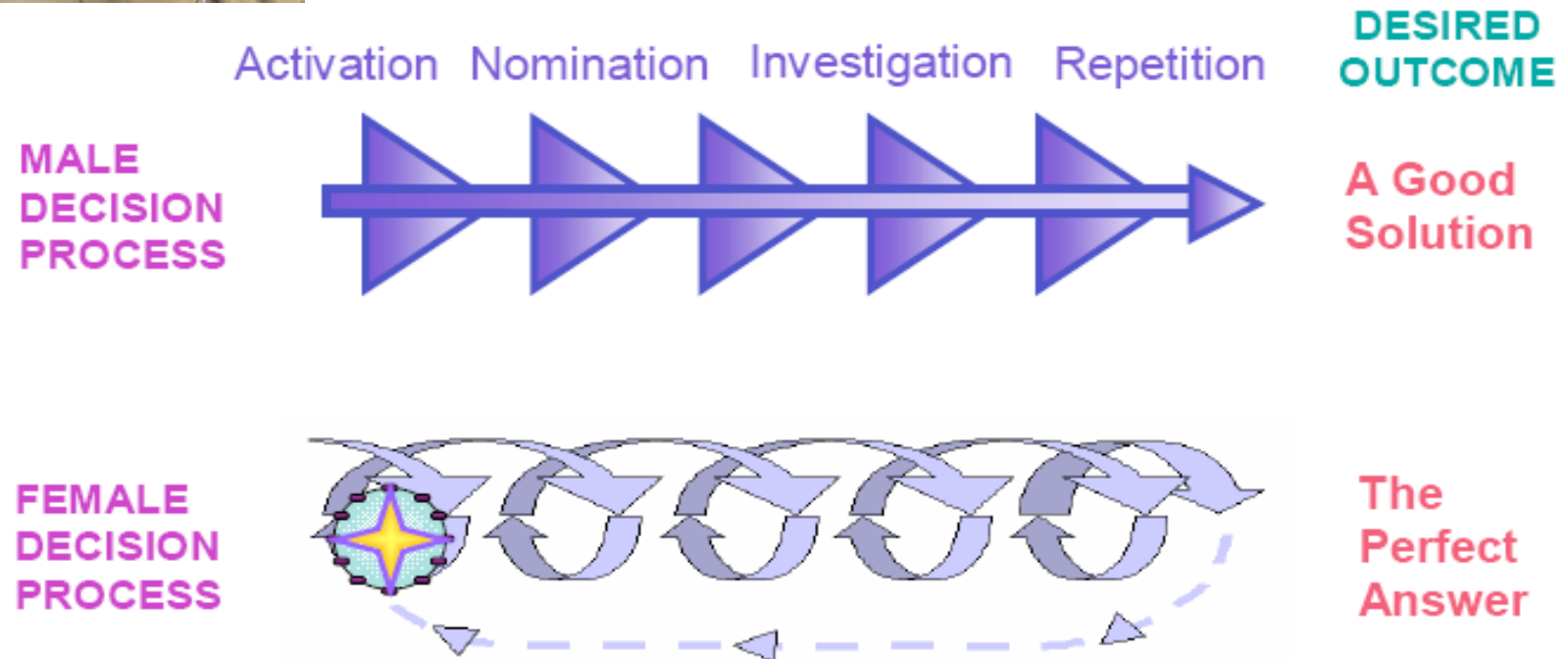


И. Попов

Thinking patterns



The Spiral Path



Marti Barletta. Marketing to Women. www.trendsight.com

И. Попов

Men are hunters

- “As a hunter, a man needed vision that would allow him to zero in on targets in the distance ... whereas a woman needed eyes to allow a wide arc of vision so that she could monitor any predators sneaking up on the nest.
- This is why modern men can find their way effortlessly to a distant pub, but can never find things in fridges, cupboards or drawers.”

Barbara & Allan Pease, *Why Men Don't Listen & Women Can't Read Maps*



Humor is different

Men's Humor

Laugh *at* him...

“Look at that
dweeb...”

Women's Humor

Laugh *with* her...

“Ohmigosh,
that's **so** true!
That's me
exactly!”



Gender approach to communication

- When men communicate they're concerned with conveying information and establishing status.
- When women communicate they're concerned with conveying information and building connections.
- Men prefer to stick to the Facts and Features, and avoid the Stories and Personal Details.



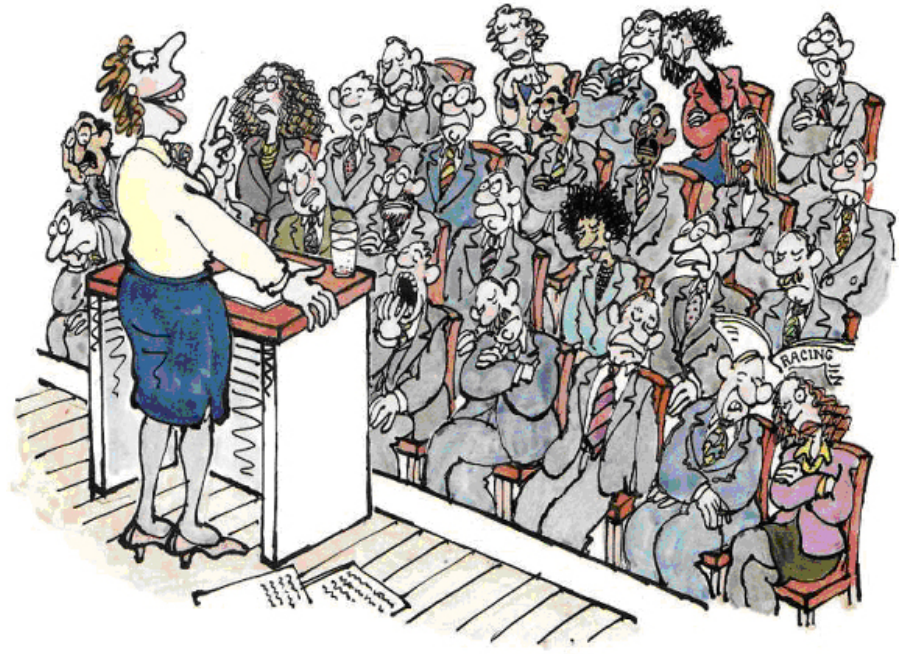
How to speak to men



- **Nancy Clark:** We're telling women to give men the headline first and then the details. Or give the headline and ask men if they'd like the details.

That drives men crazy...

- The way men communicate is they start with the headlines and then they elaborate on it and provide specifics. Men are better at—and are more inclined—to be single-minded and focused.
- Most women before telling you the headlines, will want to set up the situation and say what the context is. And this typically drives men crazy.



Gender culture

Men and women gender cultures are different:

Priorities
Preferences
Decision Processes
Communication Styles



Things you thought were individual quirks,
are really cultural differences

Women's vs. Men's Interests

Women

- People are the most important, interesting element in any situation

Men

- People are important, but hardly ever interesting
- Also interested in "things and theorems" – cars, computers, current events, principles and concepts



The Perfect Answer



Men find "A Good Solution"

Women search for "The Perfect Answer"

“Thank you” score:

17 Men: 8

4 Women: 19



Women's strengths in business

Women's Strengths Match New Economy Imperatives:

- Link [rather than rank] workers;
- favor interactive-collaborative leadership style [empowerment beats top-down decision making];
- sustain fruitful collaborations;
- comfortable with sharing information;
- see redistribution of power as victory, not surrender;
- favor multi-dimensional feedback;
- value technical & interpersonal skills, individual & group contributions equally;
- readily accept ambiguity;
- honor intuition as well as pure “rationality”; inherently flexible;
- appreciate cultural diversity.

Source: Judy B. Rosener, *America's Competitive Secret*

Marketing to women

- 91% women:
“ADVERTISERS DON’T UNDERSTAND US”.
- 58% women: “WE ARE ANNOYED”.



Source: Martha Barletta, *Marketing to Women*

И. Попов

Shopping manner

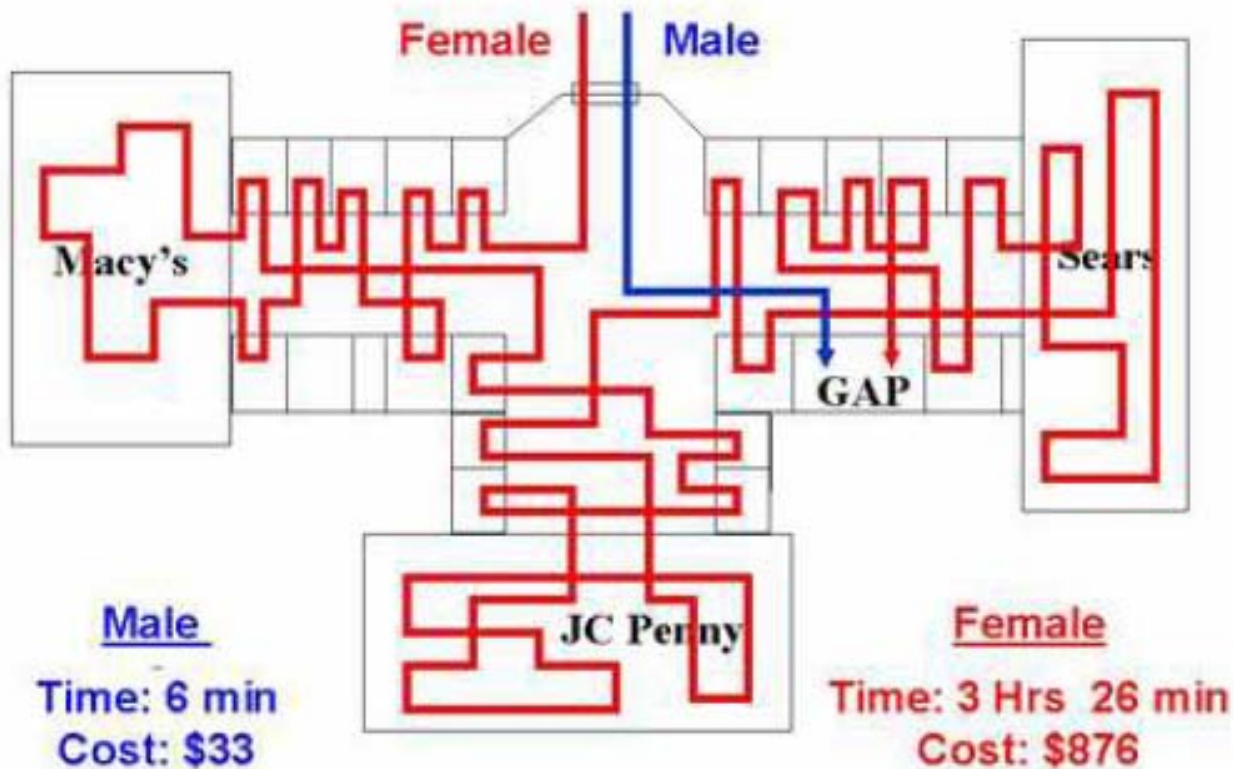
**“Shopping:
A Guy’s Nightmare or a Girl’s Dream Come True?”**



- “Buy it and be gone”
- “Hang out and enjoy the experience”

Shopping culture

Mission: Go to Gap, Buy a Pair of Pants



Marketing 2 women

The Circle



- Successful marketing to women is **transparent**
 - Give women what they want
 - Communicate in terms that resonate
 - But almost never say “special for women”

Marketing Contacts

Tools in the Marketer's Toolbox

Customer satisfaction

- Improving the brand for women nearly always **raises customer satisfaction among men as well**
 - Ford, BMW, Wyndham, Merrill Lynch
- Women are pickier – Longer list, details matter

When you meet the expectations of women, you are generally exceeding the expectations of men



Women customers' satisfaction

- In the film, *When Harry Met Sally*, the two friends are in a diner ordering dinner. Harry places his order, quickly requesting an item on the menu.
- Sally names her item and then launches into the specifics: “I’d like the pie heated, and I don’t want the ice cream on top, I want it on the side. And I’d like strawberry instead of vanilla, if you have it. If not, then no ice cream, just whipped cream, but only if it’s real. If it’s out of a can, then nothing.. .”
- Harry thinks she’s crazy, obsessed, demented; but as Sally says “I just want it the way I want it...”
- That’s what your women customers want too. Details matter.

