Having been married for quite some time, and to the same person AJH, I have over time learned a very valuable lesson in husband and wife relations.

Some may agree or disagree and even if you take the guidance of John Grey's book, Men are from Mars and Women are from Venus, that proposes that indeed we are different, I think that in sales then it does run true in most cases.

There has of course been a lot of study about this subject from experts with wisdom from thousands of research studies, far more qualified than I ever could be.

I do however listen when AJH says that women could teach men a lot about sales.

Here is her take on it, and she does know, being in retail for 20 years in the interior design business.

Think and Feel

AJH has been a retailer for over 25 years and specialises in interior design.

Her view is that guys "think" and women "feel". (Not all women) women, in general, respond on a 'feeling level.

She says that a question such as "How do you feel about the cushion" gets a better response than, "What do you think about that cushion."

As a salesperson, thinking about how you phrase questions when working with both men and women might just pay dividends.

AJH's final comment is that women are better at picking up salespeople's BS detector.

That is another article all by itself.

What do you think? We would love to hear your comments.

Good selling.

Whatever career you decide to take in sales, it's always good to get some help.

That's why you can get FREE in your inbox every morning for 7 days; the 7 Day Sale Challenge.

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Mike Brunel started mikebrunel.com after being a successful entrepreneur and founder of NRS Media.  He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. He has hired hundreds of salespeople around the world.

He made a lot of mistakes when it came to hiring his superstars. Check out his How to Hire A Super Salesperson Each and Every time – It's packed with tips and ideas on how to hire great salespeople. Don't ever Hire Bad Salespeople Ever Again. Promise!