

New Book Release! How To Sell To Women: Today's Greatest Economic Engine

Two best-selling authors have come together to write about the differences between selling to women versus men.

CHICAGO, ILLINOIS, UNITED STATES, May 20, 2016 /EINPresswire.com/ -- Companies everywhere have come to realize that women make a great impact in the marketplace today. Doug Dvorak and Christine Corelli have teamed up and written about the differences between selling to men and women. In "[How to Sell To Women: Today's Greatest Economic Engine](#)," they've incorporated shocking stats, valuable ideas, and information, the results of some lengthy research and tips for communicating with female customers.

The book is designed to move from research results all the way through to building relationships with female customers. It will give some pointers and ideas along the way while helping you understand the differences that come with [selling to women](#). Whether you're in sales or the retail trade, you'll bring home helpful tips to increase sales for yourself and your company.

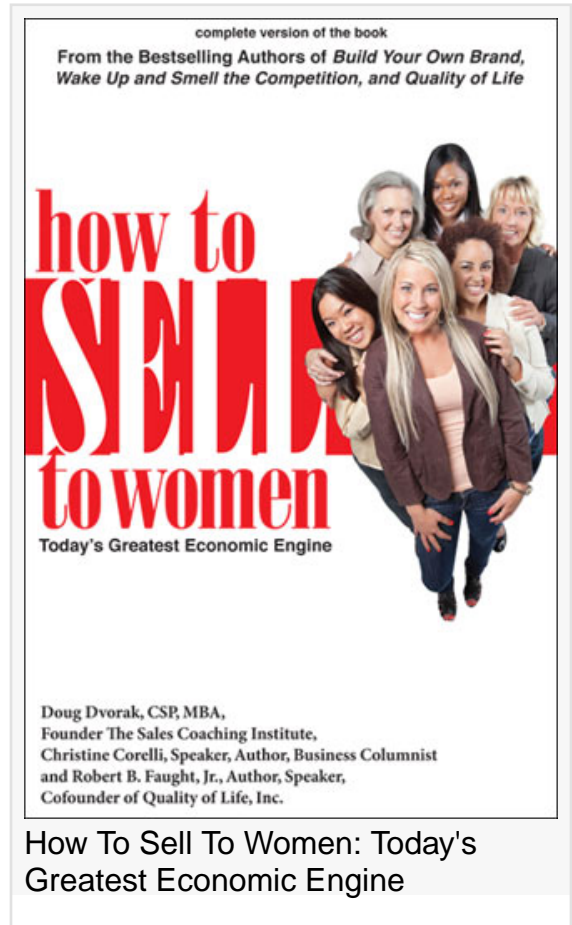
Many successful individuals have already read this exciting book. Some rave about the new information they've gleaned while others have learned the difference between why you

sell and how to sell to women.

Doug and Christine have made it easy for anyone to read and understand. Whether you're starting out in the world of sales or been doing it for years, you'll take a lot of helpful information away from the experience of reading it.

Christine Corelli is a successful businesswoman, columnist, professional speaker and author of five books, including two best-sellers. She's also had hundreds of articles published about sales communication, excellence in sales, leadership and more. She's been interviewed on WGN and CNBC, as well as others. She has over 20 years in business, does about 40 trade shows each year, and is a member of the National Speakers Association.

Doug Dvorak is CEO for The Sales Coaching Institute, which is an organization that handles training for sales productivity and motivational workshops. His motivational techniques and educational methods have gained him a powerful reputation. He has a background in leadership, sales, customer loyalty and management, which has lead him to be one of the most highly sought-after lecturers, teachers, and consultants.



To learn more about the new book or the authors, visit www.howtoselltowomen.us/how-to-sell-to-women-book/. To contact them about purchasing the book or for any question, call 847-477-7376 or email cc@christinespeaks.com. You can also use the email to get special pricing for multiple copies of the book.

Doug Dvorak
8473596969
email us here
Doug Dvorak

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2016 IPD Group, Inc. All Right Reserved.