

## **Why She Buys? The Secrets of Womenology**

- Are you struggling to sell effectively to women customers despite their dominant role in purchasing decisions?
- Do you want to truly understand women's perspectives and buying motivations?
- Would you like to uncover the secrets of womenology to better connect, engage, and win women as loyal customers?

### **Introduction**

Women are the driving force of the global economy, influencing and controlling nearly 80 percent of consumer spending worldwide. They hold the purse strings, and their decisions shape markets across industries. Yet, many companies still overlook the unique psychology of gender when designing products, services, and marketing strategies. While business leaders have adapted to become technology literate, the next critical skill is becoming female literate. Gender is a powerful lens—stronger than age, income, or race—in shaping how people view the world, make decisions, and choose brands. Men and women think, feel, and buy differently, and ignoring this reality means missing opportunities for growth. This program dives into the world of womenology, equipping participants with insights into women's behaviour, preferences, and decision-making patterns. By mastering these strategies, you will learn how to resonate with women consumers, strengthen brand loyalty, and gain a significant advantage in today's highly competitive marketplace.

### **Program Objectives**

This program aims to:

- Provide understanding on the consumer behaviour of women
- Train participants on creating sales activities targeting women.

### **Learning Outcomes**

After completing this program, the participants should be able to:

- Create strategies how to prospect, approaching, presenting and close sales for women customers
- Convert the strategies to sales operations targeting women.

### **Methodology**

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

## **Who Should Attend?**

Marketing executives, marketing managers, business strategists, business developers, senior management, and anyone is targeting women as their customers.

## Program Outline

Day One	
Time	Topics
9:00am – 10:30am	<p><b>The Uniqueness of Consumer Behaviour</b></p> <p>This module enables the participants to understand how individuals, groups, or organizations and all the activities associated with purchasing, using and disposing of goods and services, and how consumers' emotions, attitudes, and preferences affect buying behaviour.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p><b>Women are the Mother Lode</b></p> <p>This module is a unique module that shares the knowledge you would not learn in any business school. The skills remain the same before and after the pandemic. The participants would appreciate the concept women are females first and consumers second to watch the blind spot.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p><b>Getting to Know the Locals</b></p> <p>This module is a tour of genders. The participants would look at the men's and women's brains as distinct as you've suspected in this module. Then, the participants would focus on the argument for focusing on the female consumer.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p><b>The Five Global Trends driving Female Consumers</b></p> <p>This module shares with participants to understand the trend of women as a consumer. At the same time, the participants would identify the buying pattern of different women consumers, including married women, single women, divorced women, working women, and the other types of women.</p>
Day Two	
Time	Topics
9:00am – 10:30am	<p><b>Pick is not a Strategy</b></p> <p>This module looks at the secret of how to create products with a female focus. Both covert and overt approaches to reach out the women's mind are shared in this module.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<b>Marketing to Women</b>

	In this module, participants would learn the difference between sex appeal and gender appeal. Besides, the participants would be exposed to the consumer personality, marketing channels, especially for women consumers.
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<b>The Last Three Feet</b>  This topic focuses on the fundamentals of selling to women. The participants would have practical sessions to conduct face-to-face, tangled web, online social media selling, and broadcasting.
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<b>We have Seen the Future, and it is Female</b>  In this module, the participants would put everything into one to create a sales strategy to target women consumers.