Barbara Stewart

RICH THINKING: SELLING TO FEMALE CUSTOMERS

Barbara begins with a quick review of some of her key research findings on marketing to women. When it comes to women and money: 1) actions speak louder than words; 2) women mainly learn through stories; 3) women are risk aware, not risk averse; and 4) women invest in causes and concerns that matter to them. Using those insights, she then breaks down the topic into five parts.

Part 1: The new target market is the financially confident woman.

Barbara describes the financially confident woman, what she looks like, how she's different from women in the past, and how your marketing plan needs to adapt to meet her demands.

Part 2: We will all be feminists in business.

What is a feminist? Barbara talks about the new definitions of this loaded word, how this new trend will affect your company, and what changes need to be made.

Part 3: The new business equation: more women = more money.

Women are earning more money, controlling more money and making more financial decisions. Barbara gives you the numbers on this trend, and tells you how you can capitalize on this opportunity.

Part 4: Earn respect from women through transparency and trust.

Trust and transparency have always been important, but Barbara explores some of the ways in which women think about these issues that might be different from expectations.

Part 5: Technology changes everything: sharing, mobile & data.

Mobile has changed the way we do business, and women 'get' social media. Barbara asks: does your company have a Chief Social Officer? Is she a woman? If not, why not?