

Women in Network Marketing

Although the leadership in network marketing is still dominated by men, women are making their move.

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Are there differences in the way men and women approach network marketing? Yes. Is one way better than the other? Probably not. However each could learn from the other. All you guys out there, listen up. We can learn something from the women about how to succeed in network marketing.

First, networking requires building rapport and trust quickly.

Women are generally much better at this. Some of you men are getting in touch with your feminine side and are becoming better at this. Women tend to be more emotional and can touch another person's emotional side quicker. This builds a solid bond that is hard to break.

Men tend to be like a bull in a china closet, powering in for the close. The key here is to understand the primary reason why a prospect might be interested in network marketing and then cater your approach to that emotional need.

Second, women are better encouragers.

They make great network marketing leaders, because they understand what motivates their distributors and uses that to keep them excited. Also, they have a softer approach, which tends to appeal to people better than a man's harder, less caring approach. Also, women are better at

nurturing relationships. Men are more into competition and winning, while women are into creating win-win situations. In each situation, evaluate how you can create a win-win situation with your prospects.

Third, on the whole, women bring a higher level of integrity to network marketing. Without their influence, this industry might be an "anything goes" business. Men would focus on conquering and winning. That's contrary to the networking principle.

***Here we want to share, nurture,
and encourage people to
success.***

Although the leadership in network marketing is still dominated by men, women are making their move. There is plenty of room up at the top for all of us, both men and women. Let's learn from each other, become better people, and build the greatest industry in the history of the world!



Rod Nichols has been involved in the network marketing industry since 1979, as a company founder/owner, distributor, consultant, trainer, coach, and author. His books, *Successful Network Marketing for the 21st Century* and *Would You Like to Dig In My Goldmine?* were industry best sellers for several years and his latest book, *The Ideal Business*, is quickly becoming a must read. Rod has built several large networks and still earns a full-time income from one of those. Rod and his wife, Karen live in beautiful Washington State, but travel extensively. They have five children and four grandchildren. To contact Rod, send an e-mail to

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