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Products, Services & Ideas*

## **Personal Advantages Drive the Successes of Women**

**By Bill Gluth, Develop Your Vision**

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Having consulted with both women and men in small business, one thing I repeatedly notice is that women have distinct advantages in business that they often do not realize. The character traits and natural abilities women may take for granted can be utilized to give them a leg up in both business and life.

Because women use intuition effectively and are in touch with their feelings, they have an inherent, strong ability to use intuitive decision making successfully in the workplace.

Women readily understand the role that thoughts, feelings and creative inspiration plays in their life and are open to use it to their advantage.

Women also trust their feelings and use that ability to create systems and processes that are beneficial to them.

They are less likely to say, “*I had a feeling I should have done this a different way,*” because of this trust.

When faced with a challenge, women will often evaluate their feelings first, then the facts before making a decision.

In today’s competitive business environment, word-of-mouth advertising is the most sought after way to reach new clients successfully.

Women owned businesses often excel in this area and can generate buzz in the marketplace because of their owner’s ability to care.

Women also embrace open and honest communications. They are more forthright than men when communicating in a professional environment.



Women also tend to speak with compassion as opposed to formulating a response to gain a specific outcome.

Women are naturally sympathetic, allowing them to be customer service centered. Exploiting this strength successfully leads to greater word-of-mouth potential.

Other ways women excel include fully engaged listening skills, a willingness to share ideas and the ability to network comfortably and trust each other.

They see collaboration as a great tool for personal and professional growth. When brought together, women form solutions to each others' challenges, often very effectively and quickly.

Because of their inherent nurturing tendencies; clients, vendors, employees, co-workers cooperative partners and even competitors benefit from this strength. They genuinely care, and those around them find women in business to be a great resource for personal inspiration.

All of these traits can translate into success at work.

Jeffrie Story, Sales Behavior Expert and President of Unleash Your Sales DNA in Scottsdale, is a great example of effective intuition and trust at work.

Her feelings drive her logic, resulting in an ability to pinpoint client needs better. Her feelings also help her relate to all levels of staff in an organization.

Story also attributes her success in business directly to her ability to listen, trust her feelings and use her intuition to solve client challenges.

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Stacey Vornbrock of Scottsdale, a self-described “sports performance pioneer,” works with elite and amateur athletes. She embraces personal caring extensively.

Her # 1 commitment is getting results quickly for her clients. Vornbrock actually built her business around her feelings, capacity to genuinely care and personal intuition.



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Intuition, caring and the cooperation of her professional network has helped Vornbrock reach national prominence with her cutting edge work in just a few years.

Cammie McClellan started Business Quest Maps in January of 2006 to build a sense of community and to support independent businesses in Peoria, Arizona.

She's an example of the ultimate community builder. McClellan links consumers to businesses that value customer relationships as a way to generate revenue growth.

Through out her entrepreneurial career, McClellan has brought business people together in mutually beneficial communities to serve a common good.

She coined the phrase "*coopetition*" to describe her vision of combing cooperation and competition as a key to building relationships, loyalty and stronger small businesses.

By focusing on and using her inherent strengths, any woman can extend her success and enjoy a meaningful life by consciously utilizing the very distinct advantages she has in business.

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Bill Gluth is a commercial writer and creative marketing strategist. He specializes in answering the question, "*What is unique about my business and how can I communicate that difference consistently and effectively?*"

Bill provides focused words that are designed to sell; enhancing any sales and marketing program. From lead generation to human touch follow up, Bill will show you how to communicate so that your business stands out from the crowd in any industry.

Find out more about Bill Gluth's Commercial Writing and Marketing Strategy Services by visiting <http://www.creatingwordsthat sell.com>

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