

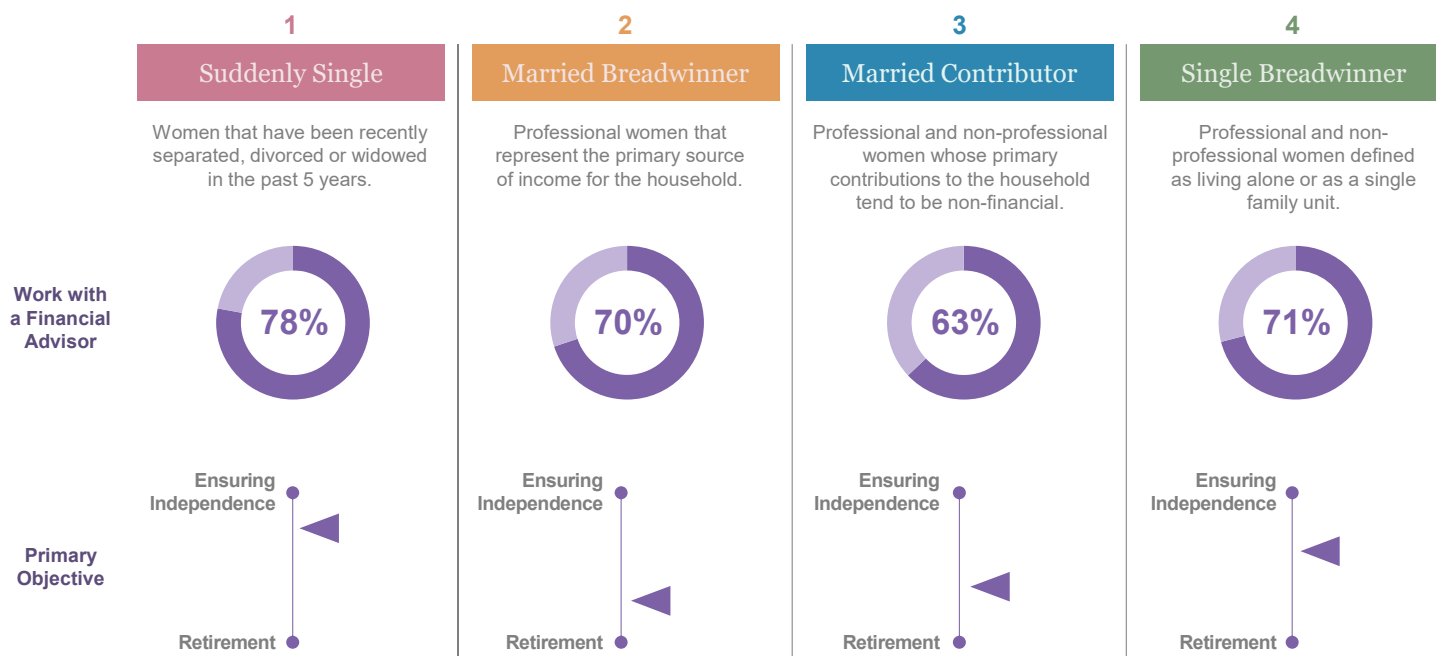
# Ideas for engaging current women clients

It's clear that learning to listen in a different way is at the heart of building relationships with women clients. So, what exactly should you be listening for?

## Different life stages

Our research shows that women are not a large, one-size-fits-all group, but actually break down into four distinct segments—Suddenly Single, Married/Partner Breadwinner, Married Contributor, Single Breadwinner—as illustrated below.

### 4 Distinct Segments



Understanding what stage your women clients are in and what life events they are facing can prepare you to ask the right questions, make the right connections and give the right guidance to solidify your relationship for years to come.

See the reverse for what to listen for.



Source: New York Life Investments, Women & Investing Analytical Report, 2019



INVESTMENTS

# Important things to know

In conversations with a woman client, listening and being in tune to details she shares can help you better refine your recommendations and empower her to her financial well-being:

## Marital status:

- ☐ Single
- ☐ Married
- ☐ Remarried
- ☐ Divorced
- ☐ Recently widowed

## What keeps her up at night:

- ☐ Paying for children's education
- ☐ Caring for aging parents
- ☐ Saving for health care costs in retirement
- ☐ Ensuring a comfortable retirement
- ☐ Making sure older children are well educated in finance
- ☐ Funding for grandchildren
- ☐ Home purchases and sales
- ☐ Other \_\_\_\_\_

When listening to your client talk about finances, it is critical to note both what she says and what she might not be saying but is likely thinking. Body language and eye contact can provide clues.

- Don't take me for granted just because I'm here with my husband/partner.
- Don't assume I will follow all your recommendations without understanding the benefits and risks for me and my family.
- Don't assume what I'm thinking. Ask.
- Don't treat me like the secretary, especially if I'm the CEO of my own company.
- Don't act as if something is over my head. I'll ask if I don't understand something.
- Do empower me through education.
- Do value my concerns.
- Do treat me like an equal.
- Do make eye contact with me as well as my husband/partner.
- Do speak to me plainly.