



# WARDSAUTO

## Industry Voices

### What Women Car Shoppers Want

*Women are major consumers, but you wouldn't know it the way some car dealership salespeople act.*

We live in a "Sheconomy."

Women plan and coordinate the finances in the majority of U.S. households. They are the primary decision-makers, they manage household expenses and in essence are the family bankers.

The facts speak for themselves. Women purchase:

- 93% of a family's food and pharmaceuticals.
- 92% of all vacations.
- 80% of all healthcare services.
- 65% of new vehicles.
- 65% of the service work done at dealerships.

In addition, 89% of bank accounts are managed by women and 80% of all vehicle purchases are influenced by women.

Clearly, women are the primary financial decision makers. Yet many car salespeople still don't get it.

Why do salespeople treat women differently and make buying a car so challenging for many of them? Do salespeople really believe they can short-change women? They are sorely mistaken if they do. When a woman is dissatisfied, angered or disrespected, regardless if she is with a man or not, the chances of making a sale drop to about zero.

It's time for salespeople to understand what women want in order to benefit from such buying power.



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So, what do women want when buying a vehicle or any product?

They want information so they can make apples-to-apples comparisons and informed decisions.

They want to be treated with courtesy and have their time respected when they go to a dealership.

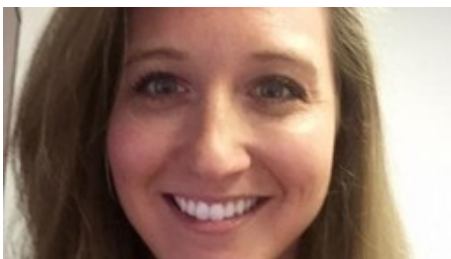
They want to be heard. They've done their homework, and are looking for specific information. They want to have the opportunity to experience the car during a test drive and, while on the road, they want the salesperson to be eager to talk about the features that address their specific needs.

They want salespeople to take a sincere interest. They want to work with honest salespeople with integrity.

They want salespeople to tell them things they don't already know, and to help them select a car that meets their needs. They want to know what's in their best interest.

They want the car-buying process to be simple and straightforward. And, when we pick up our new car, we want it to be ready on time.

Isn't this what everyone wants? It is. So give women the same respect, information and treatment as any other customer seeking to purchase a vehicle.



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