

# "What Every Sales Person Should Know About Women Buyers"

By Gerry Myers



First and foremost, automotive salespeople need to understand that there are very real differences between men and women. While both genders like to be treated fairly and with respect by someone who is honest, professional and knowledgeable, these traits are extremely important to women. Women hear horror stories from female friends about their car buying experiences, whereas men are more likely to brag to their buddies about the great deal they got-whether it was or not. Additionally, women tend to communicate with more people and confide more personal details to each other, including both their positive and negative buying experiences.

Second, women do their homework more, even before the internet's numerous sites from which they can easily glean volumes of information prior to setting foot in a dealership.

Third, realize the vast numbers of women buying their own vehicles or influencing the purchase of a spouse's vehicle. Women buy more than 50 percent of cars and light trucks, and influence more than 85 percent of all purchases. They are no longer a peripheral bystander, but a vital part of the sales process.

Fourth, developing a relationship with her is paramount to making the sale. This does not mean idle chit chat about her interests, family, and the weather. Ask questions about her needs, what she likes about her current vehicle, what she doesn't like and what features she wants. Develop your relationship by being concerned about her needs, rather than your need to make a sale.

Fifth, realize women are very busy. Their time is one of their most precious commodities and they guard it closely.

Sixth, recognize it is the little things that often lose a sale. Little things, like calling her honey, flirting with her or telling her to bring her husband in, are big things to women.

Seven, know that women don't car shop for fun. If they are in your dealership, they are a serious buyer.

Eight, make the sale and ask for referrals. Women can be a terrific source of business helping you build a solid customer base and a profitable bottom line.

## Quick Tips on Selling to Women

- When a couple comes in, give them both a business card. A very inexpensive way to let her know you consider her part of the process from the beginning.
- When test driving, make sure and offer a turn to her.
- When asking questions, address at least half of them to her.
- When answering a question she asked, talk to her, not her spouse.
- When a young woman comes in with an older man, she could be his daughter or his wife. Don't jump to erroneous conclusions that will definitely lose a sale.
- If a young woman comes in by herself, assume she is the one making the buying decisions about the car and that she will be paying for it with her money.
- If a wife comes in to shop around before she brings her husband in, take the time to win her business so she will bring her husband back.



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