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**What Women Want:
How Women Buy – It's More Business Than You Think!**

*by Renie Cavallari
CEO and Chief Inspiration Officer, Aspire*

Welcome to our “What Woman Want” series for learning “what do women want?”
Let's first focus on the facts on what women buy.

Women love to buy and are responsible for 83% of all consumer purchases:

92% of home furnishings

92% of vacations

91% of all homes

51% of all consumer electronics

60% of all car purchases (they actually influence 90%)

Regarding spending and the power of Women and Money:

1. The third largest economy is American Men.
2. The second largest economy is all of Japan.
3. The Earth's largest economy is women spending approximately
\$5 trillion!

To capture the “women buyer” you have to understand the women psyche.
Women live with a “never-ending to do list” according to my friend, John Gray, and the
pressure to get that list under control triggers stress. A stressed-out buyer is low on

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patience around poor service. Regarding the telephone, women have a tolerance level of nine to 11 minutes. Also, women shop the Internet more than men.

Women buy differently than men. They have a different perception of value. Trust and respect are necessary, or they won't buy. Women want their life made easier and to experience enjoyment in the buying process. They love to buy for themselves as well as for others. Women buy from a space of how it feels as well as ease, rather than practicality and speed, which is largely the male-dominated approach to buying.

Key perspectives around women, trust, and loyalty. Women believe:

- If I trust a brand I will recommend it - 83% belief factor.
- Selecting a brand I trust saves me time - 75% belief factor.
- Selecting a brand I trust makes my life easier - 72% belief factor.
- I am willing to pay more for brands I trust - 70% belief factor (for example, I never forget when you "take me for a ride.")
- If I trust a brand I am more likely to try its new products and services - 78% belief factor.

For marketers, trust is central to loyalty for women. While advertising generates buzz, women generate talk. Women recommend a product they believe in three times more than men. "Woman talk" is the most important way of generating referrals and building sales.

Women do rule the checkbook, the credit cards and are impacting your business every day. It's time to start considering what women want and how to capture this big blue ocean.

Renie Cavallari is CEO and Chief Inspiration Officer for Aspire, an international training and consulting company positioning organizations to achieve optimum

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performance. Aspire provides innovative learning, strategic marketing, leadership training and cultural alignment for increasing revenues, growth in market share, a re-energized sales force and lasting changes in attitudes and outcome. Founded in 1995, Aspire has headquarters in Phoenix with a network of inspiring professionals across the country.

For more information on how to drive the Women Buying Segment for your business, visit www.aspiremarketing.com or call Aspire at 602-392-0700.

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