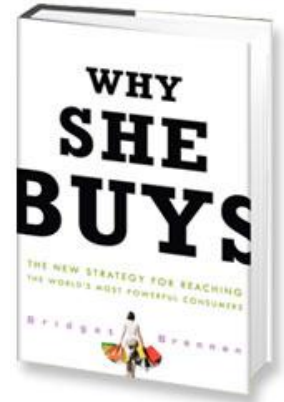


# Why she buy's ... what does this purchase say about me?

CEO of "The Female Factor" ... Bridget Brennan ... What drives the purchasing decisions? Understanding women

- “Extension of Her Personality”
- “Create a Beautiful Home”
- She is looking for inspiration
- Shop's for a “whole new look”
- “Re-invention is powerful” with females.
- Concerned how “purchase affects others”
- Huge list of requirements
- Women “evaluate their salesperson”
- Notice everything ... facial expressions & nuances.



## Insights on “How to sell to women”

1. It's about here getting the complement.
2. Ask her what she wants.
3. Ask “Open Ended Questions”
4. Give her time to speak.
5. Inject emotion into the product/brand.
6. Provide helpful tips to her. She is in charge of Milestones.
7. Close with rational messaging ... on sale, special purchase.
8. Little things are Big Things ... hidden drawers, etc..
9. Kid's need to be in line of sight