“LET ME ASK MY WIFE”
Harnessing the Purchasing Power of Women

Women are the decision makers and as they make more and more money, become more educated and become more empowered to make decisions all industries are seeing the benefits.....if they embrace women.
DISCLAIMER

• These are generalizations. Every person is unique and always changing in a rapidly adapting world.
• The human race is infinite in its variety.

Statistics & Marketing Trends

Women and Global Spending

Women control over $20 trillion in worldwide spending.

Consumer Purchases by Women

91% New Homes
66% PCs
92% Vacations
80% Healthcare
65% New Cars
89% Bank Accounts
93% Food
93% OTC Pharmaceuticals

Source: multichannel Master & Greenfield Research

Girlpowermarketing
Women purchase 91% of New Homes

Women manage and account for 81% of the households spending.

Millennial women are the most financially independent women of all time.

40% of women are primary earner in the home

Women and U.S. Spending

- The purchasing power of women in the U.S. ranges from $5 trillion to $15 trillion annually. (Source: Nielsen Consumer, 2013)
- Women control more than 60% of all personal wealth in the U.S. (Source: Federal Reserve, MassMutual Financial Group, BusinessWeek, Gallup)
- Women purchase over 50% of traditional male products, including automobiles, home improvement products, and consumer electronics. (Source: Andrea Learned, “Don’t Think Pink”)
- Approximately 40% of U.S. working women now out-earn their husbands. (Source: U.S Bureau of Labor Statistics)
Proctor and Gamble

- Proctor and gamble (Swiffer, Tide, Pantene, Crest, Febreze, Downey, Pampers, Dawn, Gillette) no longer refer to their customers as they....it’s She. Because women buy. And not only does she buy for herself. She buys for everyone in the family. Husband, grandkids, neighbors, Grandma and Grandpa, Kids, friends...The list goes on.

So what do Proctor and Gamble know that we don’t??
Supporting Character/Influencer or Decision Maker?

How does selling to a women instead of a man, change your equation??
Women are Individuals....... Not Just Non-Men

- Gender Gap – Men and women don’t think the same, so why would they buy the same?
- Creating successful relationships is a top priority for women
  - Women consider building relationships the most valuable of life’s accomplishments.
  - That’s why they are the undisputed champs at it
  - Women have a different set of priorities, preferences and attitudes

Biology

- Science, genetics and programming
  - Women’s brains are like a long wire ball – EVERYTHING IS LINKED
  - Men’s brains are separate boxes
- Our brains work differently - Men sometimes go to that box of nothing and just sit in there. Women, EVERYTHING is linked and related. That’s because she cares for so many different people in so many different ways
- The lymbic system (Emotion) is larger in women’s brains – this explains why women are primary care givers
- The hippocampus (Memory and Emotion) Larger in women’s brains – why women tend to express emotions better and remember them better
- Mens brains have two times the space as women devoted to sex...which is why the porn industry is nearly all devoted to men.
• Women use both sides of their brain for speech and men only use one. Women also have more nerves in the left side of their brains – which controls speech and makes verbal communication easier.

• Women have more connections between the two sides of the brain – hence their superpower for multitasking.

• Women have a greater capacity to read faces and emotional cues in voices – evolutionary gift hence why all your new born babies made it to adulthood.

• Women are programmed to create peace and harmony. If the family is at war, she can’t do her job by bringing people together.

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Societal

• Men are driven to be independent – always know where they are at in the totem pole….if everyone loses…then he wins.
• Women are driven to be indispensable – if she wins by everyone else losing……then everyone loses.
• When women compete they compete against themselves. Example. no one beats them up more than themselves.; If you are beating someone you aren’t being very helpful are you? That’s why competitive messaging doesn’t resonate with women. Women find success much sweeter if those she cares about are benefiting as well.
• When women play as girls, situation and conversation – hence little girls playing pretend – Conversation is what binds women from a very early age.
• Boys are driven by winners and losers - boys strive to achieve status
• Men think asking for advice is weak, women think it saves time and is really smart.
• Women’s priorities center around those they take care of
• Unspoken societal rules
To sell to women, you have to understand that men and women interpret the world in different ways. Women make decisions with different motives than men. Usually with their families or loved ones as their motive.
LISTEN, LISTEN, LISTEN

- Ask the right questions
- Don’t Guess. LISTEN. She will tell you.
- When you think she’s talking about nothing – You’ve lost her business.
- Women like to share stories and are programmed to create “Community”
- Refer back to her stories and anything else she has shared
Context – How will it improve her life?

• It’s in the details……and it’s not.

It matters….and some of it’s awkward

• How you look/present yourself
• How your business looks/ presents itself
• Bathrooms/Cleanliness
• Don’t brag or insight violence in any of your strategies
• Refrain from speaking poorly of a competitor.
• Hire more women and listen to them
• Mansplaining 101
• Political correctness & Language
BE AUTHENTIC

One size does not fit all in any situation. Imagine various life experiences women over the age of 50 have had. Ovoid stereotypes that repel women.

• Affirmation/Validation
• Self Disclosure/Empathy
• Compliments/Appreciation

Works Cited