

# A BDC Training & Recognition Program PROVEN to Grow Sales with Women

presented by Delia Passi

## Dealerships LOVE our training!

(feedback from 250+ survey respondents)

**88%** of participants said the training would **inspire** them and their colleagues to listen more carefully to her buying needs and preferences.

**90%** of participants **strongly** believe that the program will improve the overall customer experience for women.

**92%** of participants **strongly** believe that the Women's Choice Award program was a worthwhile investment for the dealership.

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In today's market, people need to be treated with respect and integrity. Upon entering the dealership, the WomenCertified program teaches these comprehensive principles and tools on the “selling to women” program to our sales and service staff. By using these guidelines that are the basis for an outstanding customer service experience, we have established a practice of providing women (and men) with the kind of service experience they refer and recommend to their family and friends.”

Judith Schumacher, Owner  
Schumacher Auto Group



## Program Deliverables

- Leverage this time to make a bigger impact among female consumers and her families
- Educate staff on how to sell to women considering the “new norm” of how she buys
- Learn how to turn a customer into a brand ambassador & drive referrals
- Market your Women's Choice Award to differentiate your dealership...give her a reason to call you!
- Mystery shoppers and ongoing reinforcement tools

## Selling to Women BDC program with Women's Choice Award designation!

Training is based on Delia Passi's best-selling book, **Winning the Toughest Customer; the Essential Guide to Selling to Women**. Delia is known for her extraordinary engagement and ability to relate and connect with sales and service professionals in a format which will result in maximum learning and results.

- Step 1: Commit to being the dealer of choice for women in your community
- Step 2: Team engages with online learning program How to Sell to Women by Phone
- Step 3: Mystery Shoppers grade the experiences and a report is presented to team
- Step 4: Promote your Women's Choice Award to capture her attention and dollars.

## How to Sell to Women by Phone Training Overview

1. Recognize that gender is a differentiating factor between customers
2. Develop a flexible, creative approach to selling
3. Learn the buying triggers for women
4. Master the 7 proven steps to growing sales among women and couples
5. Apply this insight and training to sell to all