



A World of Difference

**Build Sales and Share by Tapping into
the Buying Power of Women**



T r e n d S i g h t™

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Three Questions:

- Is the opportunity really that big?
- Are women really that different?
- What can I do to secure a share of that market?





The Overlooked Opportunity

Perception:

- All women earn less than men
- Don't make "big-ticket" decisions
- Uncomfortable with financial matters

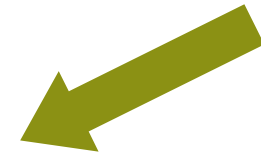


Reality:

- Women's earning power is growing exponentially
- Their spending power overshadows their earning power
- Their income, wealth and spending all are trending UP

Conclusion:

- Media stereotypes are misleading
- Women are the dominant buyers in almost every category





Earnings Growing Fast...

- Over past 20 years, US women's income has climbed 63%, while men's has stayed steady (+0.6%)
(US Bureau Labor Statistics)
- Bring in **half - or more** - of household income in **55%** of US HH
(WSJ, 11/97)





Who's Bringing Home the Bacon

- More than 1 out of 4 US households is headed by single female head of household
- Many working wives out-earn their husbands
 - 1987 18%
 - 1997 22%
 - 1999 25%
 - 2001 **30%**

US BLS, Washington Post, 2/27/00





Growth Will Accelerate

- **Information Economy**
- **Educated employee**
- **Advancing by degrees**
 - **Bachelors** degrees 57% (men 43%)
 - **Masters** degrees 58% (men 42%)
 - **PhDs** 42%...and still climbing



Higher Paying Occupations

Professionally speaking...

- 50% of Law School degrees
- 46% of Medical degrees
- 38% of Business degrees

(New York Times, 3/26/01)

Among women who have completed grad school, 43.5% earn more than their husbands





Command Significant Assets

- 43% of individuals with assets > \$500M.
(Internal Revenue Service)
- Control 51.3% of U.S. personal wealth
(Federal Reserve Board, 2000)





Rapidly Accumulating More

1996-1998, growth in #
of U.S. adults with
investible assets
\$500,000+

- Women + 68%
- Men + 36%

(2002 World Wealth Report,
The Spectrem Group)





Will Inherit Twice

- Baby Boomers – will inherit from their parents
 - Largest intergenerational transfer of wealth in history
- In turn, widows will inherit from their husbands





Spending Power Even Greater

“Chief Purchasing Officer” for the household

Even in historically male driven categories

- 53% of investment decisions (SIA)
- 55% of consumer electronics (Consumer Electronics Assn)
- 60% of home improvement buyers; 80% of HI decisions (Lowe's)
- 66% of computers (Intelliquest)
- 68% of new cars (J.D. Power)





B2B – Buying for Business

- **Corporate**

- 49% of corporate decision makers
- 53% of buyers and purchasing agents/managers

- **Small Business Owners**

- Already own 40% of small businesses
- 70% of all new business start-ups for past decade





Couples' Decision-making

Wife leads **4 of the 5** stages of the big-ticket Buying process

- 1. Initial decision to buy**
- 2. Fact-finding & narrowing down options**
3. Face-to-face sales conversation
- 4. Maintenance** (bill-paying, problem resolution)
- 5. Referrals**





Men & Women – Are they really different?

As different as New York & New Mexico



Gender Culture

Priorities

Preferences

Decision Processes

Communication Styles

Things you thought were individual quirks,
are really cultural differences



“The Natural Order”

Men

✓ Pyramid

- Hierarchical
- Superiority
- Advantage

“Survival of the fittest”

Women

✓ Peer Group

- Egalitarian
- Equality
- Fairness

“All for one, and one for all”



Others' Attitudes Toward Self

Men

✓ Pyramid

- Respect
- Being right

Women

✓ Peer Group

- Trust
- Being understood

“They want to be like me.”

“I like them and they like me.”



Soloists & Ensemble Players

Men

✓ Core Unit: “Me”

- Individual
- Self-reliance
- Autonomy, Freedom

“Every man for himself”

Women

✓ Core Unit: “We”

- Group (at least two)
- Mutual support
- Interaction, Friendship

“No man is an island”



Mavericks & Bridge-builders

Men

✓ Differentiation

- Uniqueness
- Exclusivity

“I’m different, better”

Women

✓ Affiliation

- Commonalities
- Inclusion

“We have so much in common”



Men: “Winner”

- Like to think of...
 - **Themselves** - Successful, in charge, independent, kind of a maverick
 - **Others** - Admiring, impressed
- **Differentiation/Superiority** - latest, newest, novelty




SUPERIORITY


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Has Its Place.

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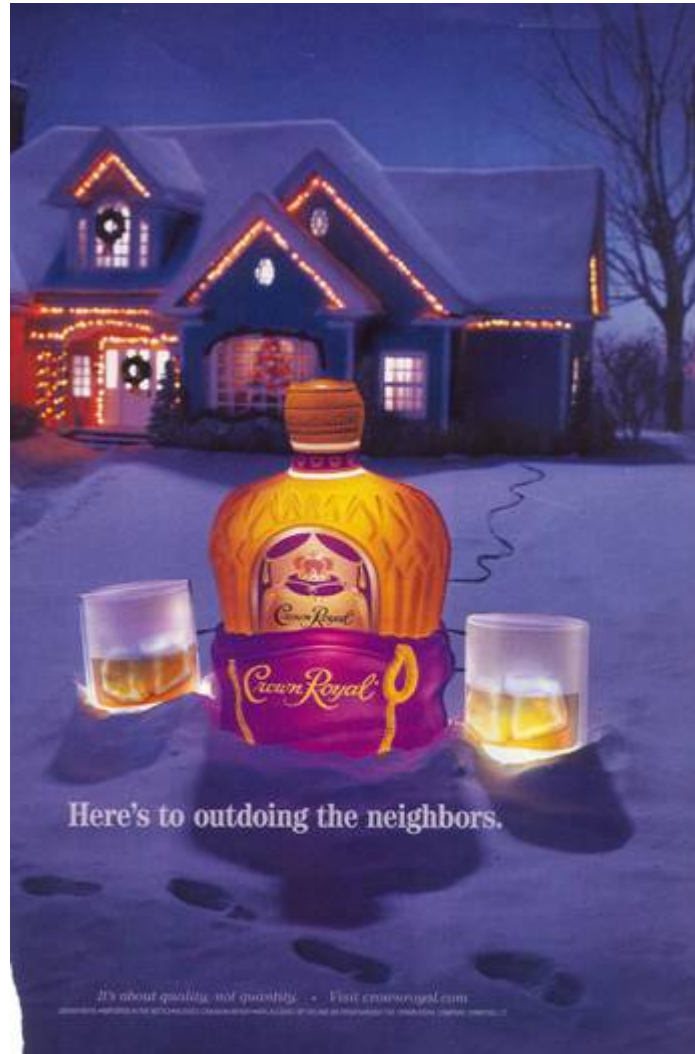


Based on 2002 Automotive News mid-range standard classification.



Status

Here's to
outdoing the
neighbors





Women: “Warmer”

- Commonality, not differentiation
- Real, not “ideal”
- Likeable, not aspirational or impressive



Commonality - “Someone Like Me”

WE NEVER MET
A MOM WHO WASN'T WORKING.
WE LIVE WHERE YOU LIVE.™



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Josie is wearing Healthy Defense™ in Sheer Natural Buff
and Lipcolor in Sunlit Crystal. ©2001 Neutrogena Corp.

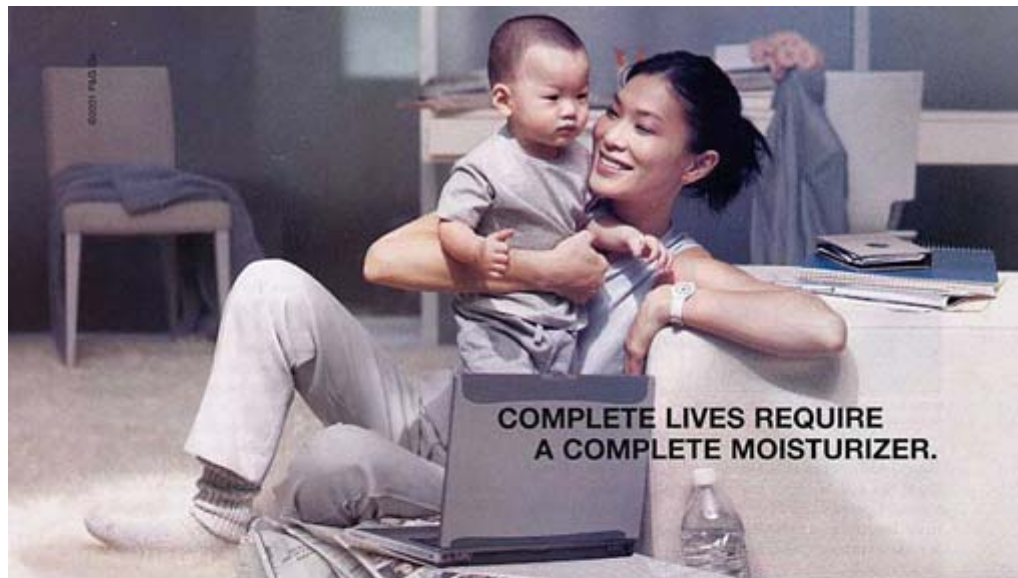
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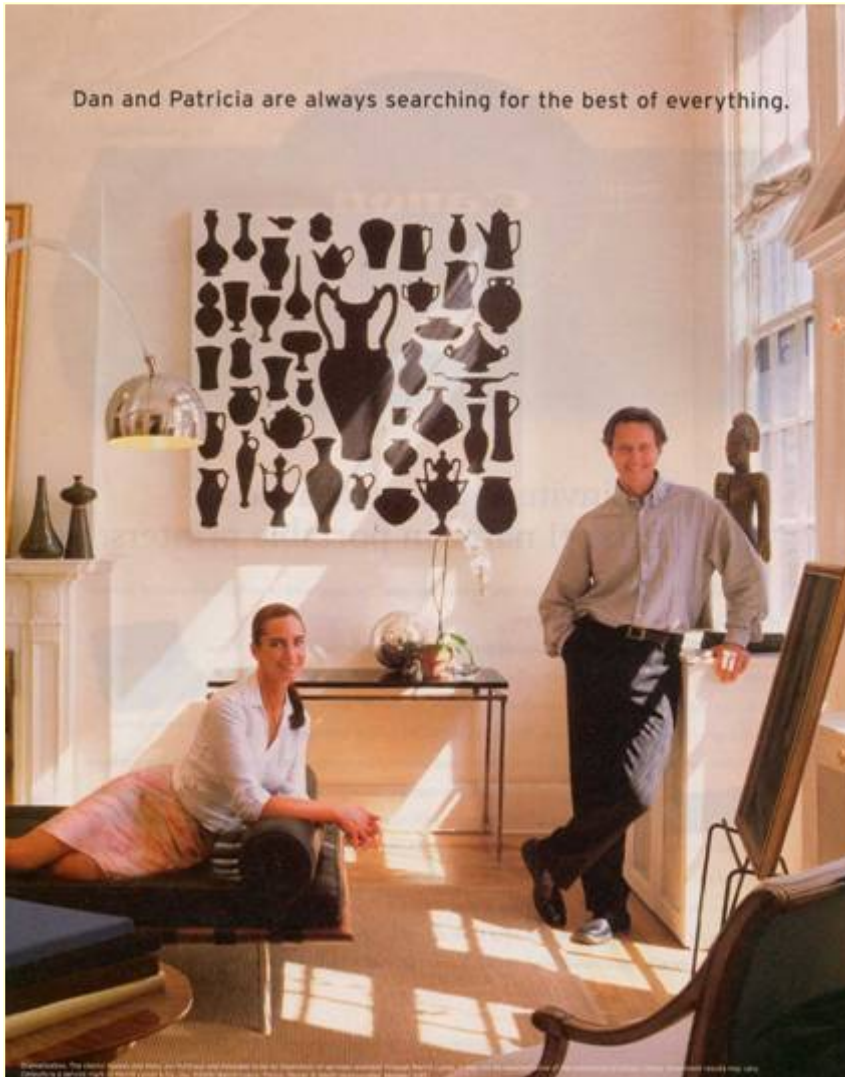
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Aspirational

“I wish I could be like them.”



Dan and Patricia are always searching for the best of everything.

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MICHELLE ARPIN BEGINA, MERRILL LYNCH FINANCIAL ADVISOR, ON GROWING A PORTFOLIO WHILE MANAGING RISK.

“Like a lot of people, Will and Elizabeth were pretty aggressive with their stock-heavy portfolio a few years ago. But now, with a volatile market and their kids reaching school age, we talked about ways to better balance risk and growth. With this goal in mind, I recommended Protected Growth investments.”
These give Will and Elizabeth upside potential while better protecting their principal and managing their downside risks. The market may throw the Burns’ another curve or two, but experience has shown me there’s always a smart place for your money. Together, I’m confident we’ll find it.”

BULLISH ON AMERICA



Focus Strategies

- Men - Single-minded & focused
- Women - Multi-minded & integrated
 - **Behavior** – Multi-tasking
 - **Perception** – More detailed
 - **Thought Process** – More connections
 - **Decision-making** – More comprehensive



Behavior: Multi-tasking

- Men - Linear, first things first
- Women - Multi-tasking, parallel paths
 - Stirring the soup
 - The drug store; the Post Office
 - Saturday night fights

“On the Way” vs. “In the Way”



“On the Way”

Which strategy is more efficient?

– Jack & Jill on a scavenger hunt

Men “prioritize” –
women “*maximize*”





Prioritize!

SHOP LIKE A MAN.

READ IT.

CLUB IT.

DRAG IT HOME.



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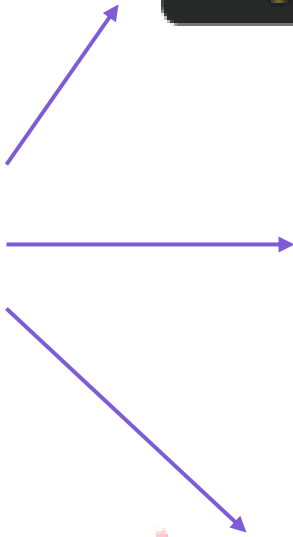
Multi-tasking





“On the Way”

Intercept Marketing & One Stop Shopping





Perception: Details Matter

Women want all the same things as men do – and then some.

Nokia “Ocean Blue” -
Want it all – 100%”





Longer List

- Men – More *focused*
 - “the important things”
- Women – More comprehensive
 - the important things *and the extras*





Details = Differentiators

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Decision-making: The Perfect Answer



Men want “A Good Solution”

Women search for “The Perfect Answer”



Information Processing

Men

Analyzers

- **Extract** - Essential elements only
 - Isolate the issues
 - Identify what's most important
- Broad strokes, simplicity

Women

Synthesizers

- **Include** - Thorough, comprehensive
 - Integrate in context
 - More options, more info
- Nuances, complexity



The Perfect Answer

✓ “A Good Solution”

- Solve the problem
- Punch list of key criteria

“Shoot from the hip”

✓ “The Perfect Answer”

- Ferret out *best possible* solution
- Longer list - developed during the search

“Shop till you drop”



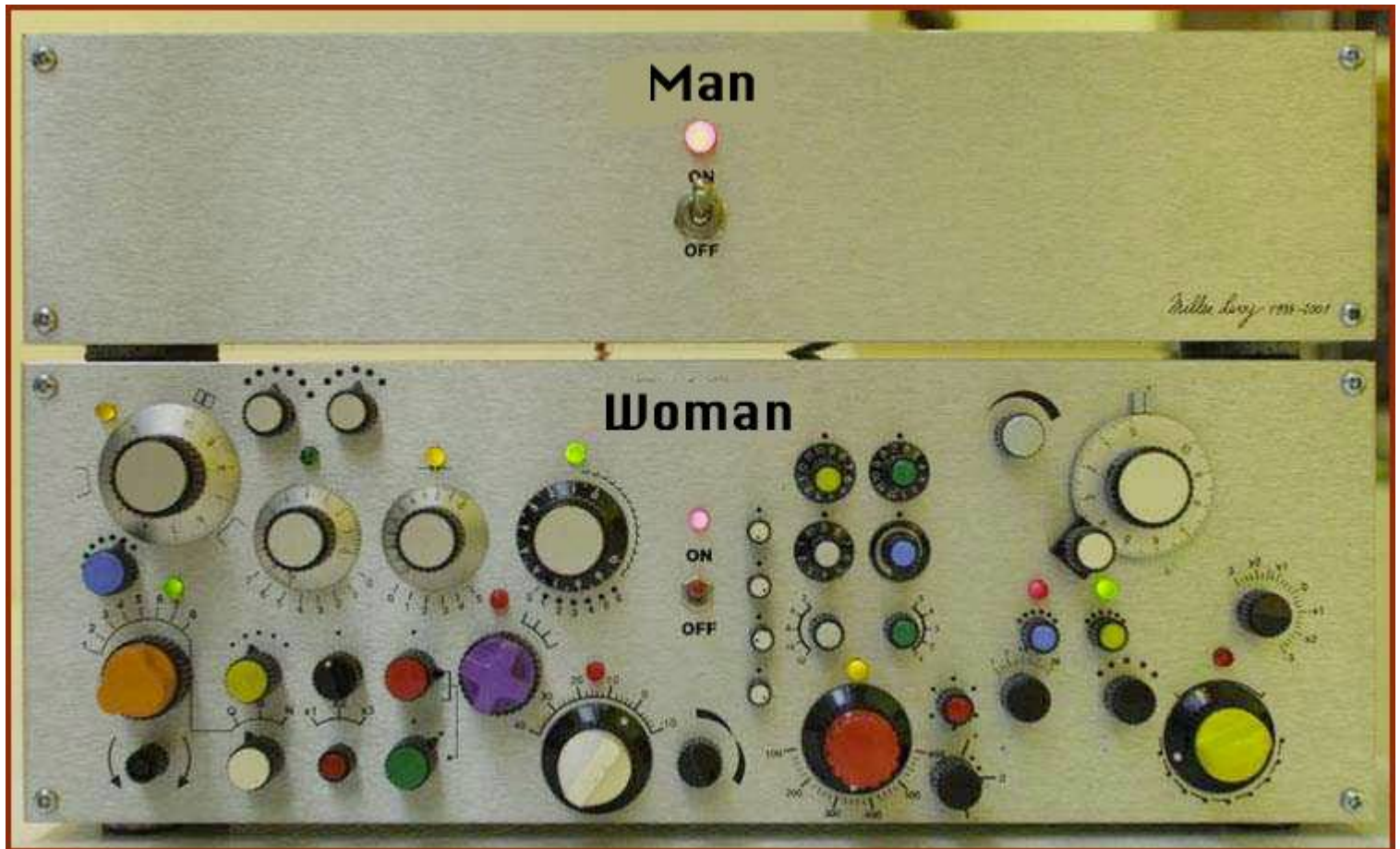
The Perfect Answer

Jill and Jack buy
slacks in black...





Men are simple.
Women...are not.





Women are Different

Peer Group, not Pyramid

“We,” not “Me”

Commonality, not Differentiation

Multi-tasking

Maximize, not Prioritize

Details Matter

Longer list

Synthesize





Must Market Differently

1. Focus on Prospect, not Product
2. Emphasize Empathy, not Envy
3. Warmer, not Winner
4. Offer shopping opportunities
“On the way”
5. Detail the Differentiators
6. Present the Perfect Answer





How to Get Started

- 1. Information - Market Analysis and Opportunity Audit**
to identify brand and competitor strengths, weaknesses, opportunities and threats relative to the women's market
- 2. Insights – Target Segmentation and Research** to clarify your brand's role within women's perceptions, preferences, and priorities
- 3. Ideas - Strategic, Creative, and Tactical Solutions**
aligned with female shopping behavior and decision processes



The World's Largest Market



This “Women’s Thing” is . . .
unmistakably, in
my opinion . . .
Economic
Opportunity No.1
– *and there’s no
close second.*”

- Tom Peters



A World of Difference

**Build Sales and Share by Tapping into
the Buying Power of Women**

www.TrendSight.com - Free Downloads

- ❖ **Sign up for free GenderTrends newsletter** – Get 33-page excerpt from book, *Marketing to Women*
- ❖ **Free white paper** – *Pretty Maids All In a Row: How to Translate Gender-Specific Insights into Impactful Tactics*, including 10 ways to tap women's word of mouth to multiply your marketing results.

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Helping companies build sales and boost share by tapping into the buying power of women

Author of the new book, *Marketing to Women: How to Understand, Reach and Increase Your Share of the World's Largest Untapped Market* (foreword by Tom Peters)

Martha Barletta's presentations are an opportunity for you to offer insights on women-focused marketing, selling, recruitment and management to a range of departments in your company. Among her most requested topics are:

- **GenderTrends™ Marketing:** How to Boost Sales and Share by Tapping into the Buying Power of Women
- **Gender-Savvy Selling:** The Fast Track to Building Immediate Sales and Referrals
- **GenderSense Management:** Tapping Women's Management Talent for Competitive Advantage (for Both Your Company and Your Career)
- **Gender Culture:** How to Translate the Ever-Perplexing Language and Customs of the Opposite Sex

Most topics are offered in several lengths and formats, including Keynotes, Seminars and Workshops. Additionally, any presentation can be customized to address specific interests:

- **Industry-specific** – e.g., Computers, Cars, Telecommunications, Financial services, Consumer electronics etc.
- **Target Segments** – e.g., Baby Boomers, Affluent Women, Women Business Owners, etc.
- **Business Focus Areas** – e.g., Advertising, Sales Training, Event/Sponsorship Marketing, Web Marketing, etc.

Barletta's book, **Marketing to Women: How to Understand, Reach and Increase Your Share of the World's Largest Untapped Market** (*foreword by Tom Peters*) has been featured in *Fast Company*, Harvard Business School's *Working Knowledge* newsletter, the *Knowledge@Wharton* newsletter, *Wall Street Executive Library* (top 2% website), *Sales & Marketing Excellence*, *Entrepreneur*, *US Banker*, *Diario Economico* (Portugal), *Dagens Industri* (Sweden), and many other U.S. & international publications; as well as on *CLTV*, *First Business TV* (165 markets), *WebFN-TV* (global financial news webcast, 100+ countries), and numerous *Radio* shows (200 markets). Released in 2003, and already in its third printing, the book will soon be available in 12 languages, including Japanese, Chinese, Russian and Brazilian Portuguese.