

Women Buy 65% of Cars - Are You Closing Them?

Women buy 2/3 of all new vehicles -- and 85% of purchases are influenced by women. Create a sales process that capitalizes on this powerful market segment.

3 great ways IntellaCar helps you engage women buyers to close the sale:

1. **Differentiate Your Dealership Pre-Showroom** - 56% of women do not purchase from the brand dealer closest to their home, and 54% of women went to only one dealership to purchase their vehicle. Use personalized videos and content-specific lead responses to ensure they choose your dealership over the competition.
2. **Enhance the Customer Experience** - 74% of women buyers feel misunderstood by car marketers. Present instant, accurate vehicle information that has been tailored to the buying priorities of each customer. From features and technologies to trim and competitive comparisons, IntellaCar lets you credibly, visually show what they are looking for.
3. **Capture Positive Reviews** - Women use dealer reviews 50% more than men to select which dealer to buy from. IntellaCar not only creates a more positive buying experience, it then lets you capture reviews while your customer is still excited in the store.

See for yourself how IntellaCar drives sales to women. [Contact us](#) today for your free consultation.

Sources: [2017 U.S. Women's Car Dealer Report](#); [Wards Auto](#)



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