

PARTICIPANT EXERCISE: LESSON 4

Marti Barletta: *The What and Why of Marketing to PrimeTime Women*

Interview Time: 26:00

1. Marti says women in their 50's to 70's (PrimeTime Women) are greatly misunderstood by marketers. When PrimeTime women come into your business, what do they buy and what do they seem to want?

2. According to Marti, women are responsible for about 80% of all money spent in the U.S. economy. How do you market to this valuable customer group?

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3. Marti explains that the woman in the family is the one who says, “we’re ready to buy.” She does the research; she chooses the businesses to visit; and then the sales rep only talks to the man. Talk about when you’ve seen this in your business or experienced it yourself.

4. After listening to Marti describe the differences between how men and women make decisions, how do you plan to change your marketing to attract more PrimeTime women?
