



MEDIA KIT



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Presents...



LEXUS

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We deliver
what you've been
asking for...

H - Honesty
E - Excellence
R - Respect



HER Certified® Studio Kiosk



FOR IMMEDIATE RELEASE

INDUSTRY'S FIRST COMPREHENSIVE DEALER CERTIFICATION PROGRAM HELPS DEALERS BETTER SERVE FEMALE CAR BUYERS

Phoenix, AZ – April 9 – Women are gaining more and more power, not only in political and business leadership, but also in an important segment traditionally linked to men: the car purchase. Although it is hard to make predictions on trends related to car ownership, it is clear that nearly 85 percent of car buying decisions are now influenced by women.

“Back in the 1960s, not only did women not buy cars on their own, they barely went in the dealership with their husbands or their significant others,” says Cathy Droz, an accomplished automotive journalist, author, speaker and radio host who now runs a full-service certification program for dealerships that want to effectively serve their female customers.

The program, HER Certified® – which stands for Honesty, Excellence and Respect – is designed to train auto dealers on what women want in a car buying and service experience from how they should be treated from the minute they drive up to the dealership, to the first handshake and all the way to the service and parts department. Droz consults with dealerships that are interested in attracting female customers by acknowledging how men and women think differently and, consequently, buy differently. According to Droz, women expect more than just the amenities like WIFI, a car wash and a cup of coffee, they ultimately want to be treated with respect.

The idea for the certification program came after she published “*A Women’s Guide to Buying a Car with Confidence and Street Smarts – Don’t Let These High Heels Fool You*,” which served to give women self-confidence and knowledge in the car-buying experience. The book opens with the buying power of women followed by her story and if she owned a dealership. The book educates women on what is and isn’t acceptable from a car buying experience.

“I can build confidence in women so they don’t need to bring a man with them, I can guide them on how to negotiate a deal, or navigate finance,” Droz said. “But if the dealers don’t know how to treat women, or the manufacturers are not educating them that way, then I’m really not helping.”

To be a part of this elite program, qualified dealerships pay a fee and then receive services such as on-line sales training through HER Academy for up to 100 employees, which focuses on how to handle sales with female customers and raise CSI ratings. Management and employees take the sales training and must pass with 85 percent or higher. The e-learning training includes downloads of a workbook, Droz’s book, digital marketing tools, and a certificate of completion for each qualified employee to be displayed in the dealership.

(more)





HER Certified® currently has three participating dealerships in Arizona, which include Coulter Infiniti in Mesa, Camelback Toyota in Phoenix and Superstition Springs Lexus. Dealerships like Superstition Springs Lexus were chosen, Droz said, because they already focused on the female car buyer, and employ more women in key position than other dealerships in the valley. The certification program and in-store HER Certified® Studio Kiosk allowed them to show customers they were doing it right.

The Superstition Springs dealership was certified in April 2017, but had taken measures to serve female customers for years before then, according to Brent Adkisson, the general manager of the dealership. The dealership's staff is made up of 28 to 30 women out of about 80 employees in positions ranging from sales to finance.

“Even though serving female customers has always been one of our main focuses, Cathy’s program was valuable in reinforcing the measures that the dealership was taking to accommodate the needs of those customers and showing them new things to pay attention to that would help those customers feel more at ease,” said Adkisson.

About Cathy Droz

Cathy Droz is an accomplished automotive journalist, author, speaker and radio host with a passion for the automobile industry. A native of New York, she was just 17 when she purchased the family sedan, which evolved into a 40-year career including opening a full-service automotive advertising agency, and, most recently, publishing her first book, *“A Woman’s Guide to Buying a Car with Confidence and Street Smarts - Don’t let these High Heels Fool You.”* Highly respected by industry influencers, Cathy has test driven more than 500 vehicles, giving her insight and knowledge on virtually every make and model on the market to effectively educate the car buying consumer and make the search for the perfect automobile a pleasant and rewarding experience. For more information visit www.hercertified.com.

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Cathy Droz, Founder/CEO

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Cathy is currently Founder and CEO of HER Certified® – which stands for Honesty, Excellence and Respect – the industry’s first comprehensive certified dealer program aimed to help dealerships better serve female car buyers. The full-service “trifecta” employee training is designed to ensure the dealership not only meets, but exceeds, a woman’s expectations when buying or servicing a car. To be a part of the program, qualified dealerships who meet the criteria pay a fee and then receive items and services such as sales training for up to 100 employees that focuses on how to handle sales with female customers. Additionally, employees take the sales training online and must pass with 85 percent or higher. The sales training includes downloads of a workbook and her book for each employee taking the course.

A champion of community service and leadership, Cathy is a member of the Phoenix Automotive Press Association, a past President and Executive Board Member for Silent Witness, a distinguished member of Worldwide Who’s Who of Entrepreneurs, a 2016 Phoenix Suns Amazing Women award winner, the 2018 Honoree for Outstanding Women in Business, a volunteer for the Retired NFL AZ Legends, St. Vincent DePaul, and Alice Cooper’s Solid Rock charity, and donates 4% of all sales to the Girls Scouts of America to help promote financial literacy in young girls.

Cathy resides in Phoenix, Arizona, with her husband Manny. She is the proud parent of three children and nine grandchildren.





What People Are Saying About HER Certified®

“HER Certified® Sales Training hits the sweet spot for educating auto sales people on how to increase sales volume with female clients. **”**

Tom Hopkins – International Sales Trainer®

“I was the first to sign up...I've embraced the HER Certified® program and made actual physical changes to my dealership to better serve women. **”**

John O'Malley – GM Camelback Toyota

“The HER Certified® training made us focus more on how men and women purchase differently. Knowing the process helped increase sales to women and improved our CSI. **”**

Coulter Infiniti – Mesa, AZ

“It was nice to have everyone go through the HER Certified® Academy and become certified. Cathy really cares about women and the customer experience. She also cares about auto dealerships that treat women with Honesty, Excellence and Respect. After all, she wrote the book on it! **”**

Brent Adkisson – GM Superstition Springs Lexus – Mesa, AZ

“Cathy's no nonsense book and style of training reconfirms the purchasing reality that women are beautifully and incredibly different than men, from buying their car to driving them. Trust me, I know! **”**

Pat Bondurant, President Bondurant Racing School

“HER Certified® was the key ingredient to my successfully leasing a great vehicle at a great price. I had tried purchasing or leasing a car through literally 5 other dealerships, but with each one I would later learn how they were either padding costs to their advantage, or creating a deal that would be a huge detriment for me in the end. All they cared about were their sales, and not about me as their customer. **”**

Lauren Rosenberg, Scottsdale, AZ



HER Certified® Board of Advisors



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Former Vice President
General Motors



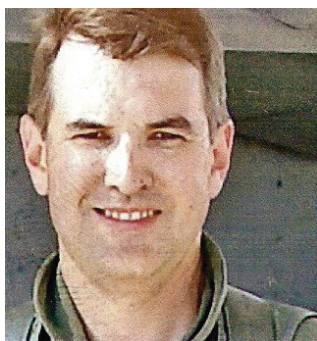
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