

ignore young people, but I try to help them find something reasonable — They're the people who will be back in five years (or less)," Mrs. Seymour said. Young men tend to listen to a woman more readily than to a male salesman, too, Mrs. Franklin said. "I try to steer them away from the bigger, more powerful (and expensive) cars until they've had some experience, and they seem to listen to me."

A lot of personal pride is behind each of these women as they continue to succeed in what's still primarily a "man's world." New car salesmen are supposed to sell 100 cars in their first year, if they hope to succeed, and Ruth Ann Seymour is well head of the halfway mark now, six months into her new career. "I hope to reach my 100 mark by December — I wouldn't want to do anything else for a living," she enthused. Liz Franklin is also doing well; she's a senior salesmaster — the second-highest level in car sales ranks. "I was the first woman here (in sales), and that's why I had to succeed, didn't I!"

Joe Theriault, another salesman at Trudeau Motors, had this to say: "I think there should be more women in sales, here and every where else. They're competitive, they work harder, and they make us work harder."

Trust is Car Salesman's Goal

There's not much difference between selling to a man and selling to a woman, no matter what the salesman's sex is, according to two area car salesmen.

Elizabeth Franklin of Trudeau Motors and Ruth Ann Seymour of Stirling Motors agree that customers treat them well and receive the same treatment, regardless of sex. And they have to believe in and trust the salesman be-

fore they'll do business with them.

"Some men need to be flattered more" says Liz Franklin, and a few will test out the ladies' knowledge of cars before they decide to buy, according to Ruth Ann Seymour, but trust is the most important factor.

Women tend to look for a clean car with good color coordination and smooth styling, the salesmen say. Mrs. Franklin adds that at least one per-

cent of her sales are to single women buying their own cars, and "they know exactly what they want — while men tend to look around more and test drive quite a few before they decide what kind of car they're looking for."

"Most sales men leave the woman out (when they're selling cars to a couple) but I like to talk to the wife first, and I think they should both be included," Mrs. Seymour adds.

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