



Translating *her* mindshare
into *your* marketshare.

press release

FOR IMMEDIATE RELEASE:

7/20/05

**Women-Proofing Car Sales People
Interpret-Her™ supports MotherProof™ to change a woman's car buying
world, one car salesperson at a time.**

Minneapolis, MN – July 11, 2005 *Interpret-Her*™ joins forces with Mother Proof™ to strengthen car dealers' female market share. More than 85% of new car decisions are influenced by women, yet only nine percent of the general public trust car salespeople. Mother Proof and *Interpret-Her* are ready to change that.

We are excited to be working with MotherProof and all that this company represents", said Terri Whitesel, President/Founder of *Interpret-Her*. "Serving the women's market better will expand a dealers' ability to capture the 91% who have a negative view of car salespeople and build loyalty for repeat business and after market service."

The Mother Proof Dealer Insider Program is designed to help dealers create a more trusting atmosphere and positive buying experience for women and mothers. The current focus in car sales is on the speed and "performance" of the car – the kind of things that men are interested in knowing. The Insider Program provides dealers with the insights into how women and mothers view the attributes of the car and the whole car buying experience.

Interpret-Her will conduct customer experience sessions with groups of female auto buyers and translate their findings into highly customized sales training programs for the dealer clients. Mother Proof's nationally known mom focused car reviews and newly created Mom Mystery Shopper program will bring a reality check to the dealer's current sales approach and provide future monitoring to assure ongoing success.

Pending local response, Mother Proof plans to launch the program nationally.

About Interpret-Her™, LLC™

Interpret-Her, is a Minneapolis based, "full experience" consulting firm focused on finding the best solutions for marketing to women. Interpret-Her works with clients and each of their female market segments to discover *Her Terms of Engagement* - the unwritten rules that guide every step of her purchase decision. The result: female friendly strategies that capture her voice, leverage the power of her communities, and maximize her media choices.

About Mother Proof™, LLC

Mother Proof, LLC is a print column and website dedicated to new car reviews for women and mothers.

Mother Proof™, LLC was started by Kristin Varela, a young mom-preneur, in April, 2004 out of necessity. She was shopping for a new family car and found a huge void of information that was important to her as a mom.

Since its inception, Mother Proof™ has been featured on/in CNN Headline News, ABCNews.com, CBS The Early Show, Parenting Magazine, Ladies Home Journal, Working Mother Magazine, Money Magazine, Pioneer Press, Chicago Tribune, Detroit Free Press, Orange County Register, Rocky Mountain News, St. Louis Post Dispatch, Albuquerque Journal, Arizona Daily Star, WB 2 (Denver), Channel 4 News (Denver), KKTV (CBS Colorado Springs) and Channel 4 TV (London). Varela has appeared as a guest on numerous regional and nationally syndicated radio programs in the US and Canada including 51% on NPR, Car and Driver Radio, Motor Trend Radio, AutoWorld Radio and Tom Martino the Troubleshooter.

The Mother Proof™ Print column appears in 10-15 publications in the US and Canada including ABCNews.com.

Contact:

Interpret-Her, LLC
2719 Kipling Ave. S.
St. Louis Park, MN 55416
952-926-2445
terri@interpret-her.com

Interpret-Her, LLC
2719 Kipling Ave. S.
St. Louis Park, MN 55416
952-926-2445
www.interpret-her.com
www.interpret-her.typepad.com (*Attract-Her* blog)