

Women of Moran Mitsubishi Dominate the Competition

It may seem paradoxical, but one of the most male-dominated fields — car sales — is a very good place for women to be successful.

According to Carol Furlong, manager of Moran Mitsubishi, what counts in car sales is results.

"You either succeed or you don't depending on how many cars you sell, on your customer satisfaction rating," she said. "It's factual. You've accomplished this much and this much."

"One of the big challenges for women in the workplace is that they're often not recognized for their achievements because there's a lot of subjectivity in the evaluations process," she added. "Here, if you're successful and you're not given an opportunity to advance, somebody better have a good reason."

Furlong knows what she's talking about. Seventeen years ago she started in the car sales business by applying for a job as a receptionist, and worked her way up the ladder. Today, the sales team she leads is the top Mitsubishi dealership in Michigan out of a total of eight, and is in the top five in the region, which encompasses

15 states. Part of this success might be attributed to the fact that out of seven sales staffers, five are women.

While this may give Moran Mitsubishi an edge when it comes to selling to the growing numbers of female car buyers, it doesn't hurt sales

to male customers, either.

"If you're compassionate and you understand what the person's looking for and what they can afford they're more likely to buy a car from you," said one of the saleswomen. "You understand their needs."

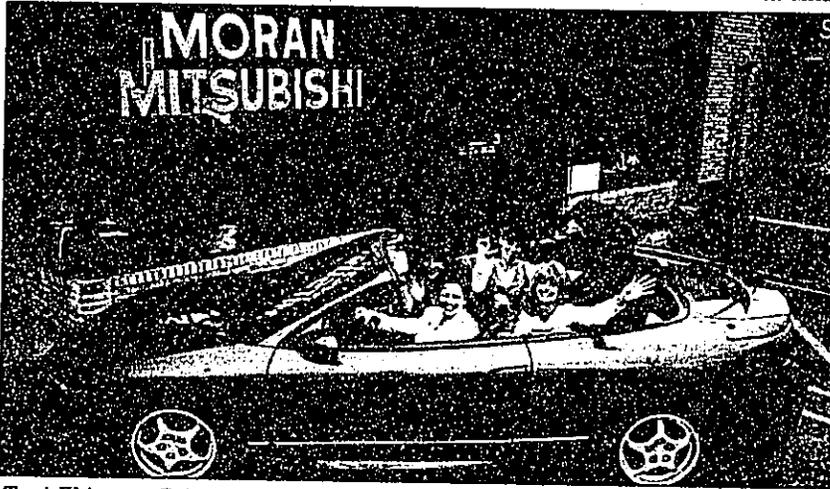
Moran Mitsubishi also understands the needs of their customers when it comes to proving quality service. Women aren't the only ones who've been known to feel uneasy when faced with car trouble.

At Moran Mitsubishi, Furlong has used the two-pronged approach — understanding customer needs and making great service a priority — to prove that women can make it in the macho world of cars.

"It's challenging, but very rewarding," she said.

Furlong has been managing the dealership since it opened its doors in 1989 but obviously, with the success that she's had, it won't be long before she owns her own dealership.

Moran Mitsubishi is located at 29310 Telegraph Rd., just north of Twelve Mile Road on northbound Telegraph. It is open 8:30 a.m. to 9 p.m. Monday and Thursday and 8:30 a.m. to 6 p.m. Tuesday, Wednesday, and Friday. The dealership is closed weekends. For information, call (810) 353-0910.



Terri Weisman, Driver; Carol Furlong, front passenger; Maureen Thomas, right rear; Jennifer Carr, left rear; Cheryl Mantone, not shown.

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