

FOR IMMEDIATE RELEASE
August 10, 2005
Maddox Smye LLC
www.maddoxsmye.com

MEDIA CONTACT
Liz Brayboy
lbrayboy@maddoxsmye.com
646.443.9699 ext. 549

**TRENDS SHOW WOMEN ARE GROWING ASSETS
AND STATUS IN FINANCIAL SERVICE INDUSTRIES**
Recently Released: *How to Get RICH Selling Banking and Brokerage Services to Women!*

Naples, Florida, August 10, 2005 - Large companies and their advertising agencies are keenly courting women consumers. Such efforts as seen today in car, credit card, and diamond ring advertisements are prime examples of marketing to women. While so many companies are earmarking big dollars for these campaigns, in marches Maddox Smye, a firm dedicated to increasing individual and organizational sales to women, asking, "SO WHAT?"

Firm co-founder Rebecca Maddox states that marketing to women may reverberate well in the corporate boardroom, but an efficient **selling** process is required to **close** the sale with today's savvy and informed women consumers.

The vast economic power of the women's market is real and growing. Women now make or influence over 89% of all buying decisions. Maddox Smye attributes this to several factors, including growing asset bases built by women both in and out of the workplace.

How to Get RICH Selling Banking and Brokerage Services to Women! is insightful, compelling, and chock full of tips that can be put in play from day one. A logical and humorous set-up of statistics and facts featuring proprietary research predicts profits will rise or fall, according to how well corporate America sells to its women buyers. "Our obsession is helping each salesperson become rich selling to women. The success of our process is based entirely on the increase in sales that it produces," say firm founders Rebecca Maddox and Marti Smye. This release marks the latest of their 21-book series. The next release in the series, scheduled for December 2005, will be *How to Get RICH Selling Insurance and Annuities to Women!*

Quoting Maddox, "More and more companies are recognizing that if you don't know how to sell to women, you won't grow your business. If you do, you will. So simple—yet so true." So what? Big bucks, that's what!

###

Maddox Smye, LLC is an organization that helps leading-edge companies increase sales by building enduring relationships with women. Maddox Smye offers clients a unique opportunity to turn 15 years of research and wisdom into profitable interactions with women buyers through its Sales Training and Skills Development Programs, Sales Executives Recruitment & Retention Programs, Advisory Services, Media Partnerships, Keynote Presentations, Seminars, and Publications including its *How to Get RICH Selling to Women!* series. Maddox Smye operates offices in Florida, Canada, and New York. Contact Maddox Smye at www.maddoxsmye.com or 646.443.9699.