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**TRENDS SHOW WOMEN ARE BECOMING INCREASINGLY IMPORTANT GROWTH DRIVERS FOR
INSURANCE PRODUCT SALES**

Just Released: *How to Get RICH Selling Insurance and Annuities to Women!*

Naples, Florida, November 30, 2005 – According to a recent U.S. Census study, by 2010, half of the wealth in the country is expected to be in the hands of women. Women already influence 89% of all financial decisions. In light of these compelling trends, the insurance industry is waking up. Major insurance, banking, and brokerage companies are spending hundreds of millions of dollars on marketing to women.

What's the next hurdle? Rebecca Maddox is teaching insurance companies and brokerage firms how to sell to women. The vast majority of financial sales people are male, and most firms use a traditional sales approach that is male-oriented and largely ineffective for today's women buyers.

Maddox Smye LLC is taking on the challenge in their newly released *How to Get RICH Selling Insurance and Annuities Women!* Co-authors and firm founders, Rebecca Maddox and Marti Smye, PhD make readers keenly aware that the striking differences between the way men and women shop and make buying decisions demands a whole new approach to selling to women.

"We are unabashedly on the side of the salesperson," said Maddox, President and CEO. "We are not trying to help firms market to women. They've got that. We're not trying to educate women on how to purchase a product. 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."

Now available at www.maddoxsmye.com, the *How to Get RICH Selling Insurance and Annuities to Women!* release marks the latest in a 21-book, *How to Get RICH Selling to Women* series. *How to Get RICH Selling Banking and Brokerage Services to Women* was released in September, 2005. The next book in the series, *How to Get RICH Selling Cars and Trucks to Women!* is scheduled for release next spring.

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Maddox Smye, LLC is an organization that helps leading-edge companies increase more 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 their *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.