

Bridget Brennan

CEO, Female Factor Corp.

Winning Her Business: How To Transform The Customer Experience For The World's Most Powerful Consumers.

Just as we continually upgrade our software to stay current, we must upgrade our customer experiences to stay relevant. In this dynamic program based on her popular book, Bridget Brennan provides a road map for selling in a world dominated by the rise of women's economic power. She inspires audiences with winning strategies and best practices for increasing sales by elevating the customer experience. Brennan shows us how to see the customer experience through a new lens, and provides a framework of four key motivators that drive buying decisions. She also shares the "watch outs" that should be avoided at all costs. Brennan reveals the impact of the women's *multiplier effect* on sales, and demonstrates that almost all businesses have an opportunity to create inclusive customer experiences that drive repeat business, positive reviews and referrals.

Why She Buys: How To Grow With The World's Most Powerful Consumers. Women are the engine of the global consumer economy, driving 70-80% of consumer spending with their buying power and influence. How well are you engaging this crucial demographic?

In a lively presentation based on her acclaimed book, Brennan educates audiences on the myths and truths about why women buy. She shows us that winning the business of women isn't about excluding men; it's about excluding stereotypes. Audiences will learn how to evaluate marketing and sales practices from the perspective of the most dominant consumers. She provides relevant and practical business applications that participants can apply immediately to their jobs. This program is a powerful combination of enduring principles and major trends.

Top Trends In Marketing To Women: How To Stay Relevant With This Crucial Market. As society changes, so does the practice of marketing to women. Strategies that were viewed as contemporary only a few years ago may be viewed as patronizing or irrelevant today. Is your marketing keeping up?

Bridget Brennan provides insights, education and context for the major trends driving women consumers. From broad demographic changes to gender culture and the global patterns in the way women make buying decisions, Brennan offers techniques for breaking through the clutter and engaging the world's most powerful consumers.

Selling In Real Life: The New Role & Relevance of Customer Engagement In A Changing World. E-commerce has changed consumer expectations for IRL buying experiences. Learn how to raise your game, increase sales and set yourself apart from the competition by developing the skill set that earns the business of women consumers.

In this highly practical and thought-proving presentation, Brennan educates sales professionals and client-service executives (of both genders) on relationship-building skills. Participants will be inspired by Brennan's galvanizing message that even in the smartphone age, nobody makes a buying decision with their thumbs. There is a heart and mind behind every purchase.

Women: The Engine Of The Global Consumer Economy. Women's influence is re-shaping business as we know it, from global marketing campaigns to product design and customer service practices. In this illuminating program, Bridget Brennan showcases the growth of women's economic power; the biggest trends women are driving in the marketplace, from the "Mini-Me Effect" to "60 is the New 40"; the ways female culture is evolving; and best practice examples from companies that are winning with women consumers.