

“Winning Her Business” Outlines Road Map to Engage World’s Most Powerful Consumers, Women

Bridget Brennan’s new book focuses on inclusive customer experiences

CHICAGO (April 2, 2019) – In an era where women drive more than 70% of consumer spending with their buying power and influence, the time is now for businesses to engage with this economically powerful and diverse audience. In her new book, *Winning Her Business: How to Transform the Customer Experience for the World’s Most Powerful Consumers* (HarperCollins Leadership, March 2019), Bridget Brennan, CEO of Female Factor and advisor to some of the world’s biggest brands and businesses, identifies strategies to build and sustain consumer connections in a woman-influenced world.

“Winning Her Business offers a fresh and valuable lens on customer engagement by bringing women’s perspectives to the forefront,” says Brennan. *Winning Her Business* showcases best practices and case studies from a variety of brands, including Everest Funeral Concierge, the first funeral concierge service in North America, created to provide a world-wide service to help personalize and simplify the funeral process for grieving families. Tapping into the Female Factor, Everest has created an inclusive and engaging customer experience leading to increased sales, referrals and strong emotional connections with customers.

“We recognize the important roles women have in our offering. Often, the oldest daughters are driving important conversations with their families,” says Mark Duffey, President and CEO of Everest Funeral Concierge. *“Brennan’s approach has been key to our customer engagement. Her new book is a powerful resource to transform the customer experience. I encourage every business leader to get a copy and give it a read.”*

The book gives readers insights into practical strategies to increase customers’ emotional engagement; outlines women’s “multiplier effect” on sales; provides communication “watch-outs” to avoid and highlights top trends influencing women’s buying patterns. Brennan has also included a Monday Morning Action Plan for short and long-term strategic planning, as well self-directed activities at the end of every chapter to facilitate company growth.

For more information on the book, please visit www.bridgetbrennan.com and www.thefemalefactor.com and connect with her on Twitter @bridgetbrennan and LinkedIn @bridgetbrennanfemalefactor.

Winning Her Business is now available in book stores and online on [Amazon](https://www.amazon.com).

About Bridget Brennan

Bridget Brennan is the CEO of Female Factor, the leading consultancy focused on women consumers. The firm is dedicated to helping businesses grow by better serving women as customers and decision makers. Brennan is the leading professional speaker on the subject of women consumers and is also the author of the book *Why She Buys: The New Strategy for*

Reaching the World's Most Powerful Consumers (Crown Business, 2011). She was named a "Woman to Watch in Retail Disruption" by the Remodista think tank and is a regular contributor for Forbes.com. Additionally, she is a member of the Vikings Women Advisory Board of the Minnesota Vikings National Football League team, and a frequent guest lecturer at universities.

About Everest Funeral Concierge Service

Everest is the first nationwide funeral concierge service. An independent consumer advocate, Everest was created to provide a world-wide service to help streamline and simplify the funeral process for grieving families. Its sole purpose is to provide information and independent, expert advice to consumers when they need to make informed choices about funeral-related issues. Serving as an impartial consumer advocate, Everest is not a funeral home, nor does it sell funeral goods or services and does not receive commissions from funeral homes or other providers in the funeral industry. Today, Everest services are available to more than 25 million people in the United States and Canada. Visit www.EverestFuneral.com for more information.

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