

FYI: REVIEW

SHESELLING: THE PSYCHOLOGY OF SELLING TO WOMEN

Marketing to women specialist Amanda Stevens has launched a new multimedia program to educate salespeople on how to build and optimise a loyal female customer base. The

SheSelling program contains Stevens'

live presentation on The Psychology of Selling to Women - more than 90 minutes of insights and strategies on reaching and maximising the female market. It also contains *SheSelling* - the book, a comprehensive guide on selling more to more women. An audio series, *Super Sellers*, completes the toolkit, containing interviews with four successful Australian sales gurus.

SheSelling is available for purchase online at

www.sellingtowomen.com.au.

