

Host Lisa Sasevich – “The Queen of Sales Conversion”

Introduces Brian Tracy

About Brian Tracy

Brian Tracy is Chairman and CEO of Brian Tracy International, a company specializing in the training and development of individuals and organizations. His goal is to help you achieve your personal and business goals faster and easier than you ever imagined.

He has studied, researched, written and spoken for 30 years in the fields of economics, history, business, philosophy and psychology. He is the top selling author of more than 45 books translated into dozens of languages, as well as more than 300 video and audio learning programs. He speaks to more than 250,000 people each year on the subjects of leadership, selling, self-esteem, goals, strategy, creativity and success psychology.

Brian is happily married and has four children. He is active in community and national affairs, and is the president of three companies headquartered in Solana Beach, California.

Lisa’s Notes from Brian’s Interview:

Brian shares the two greatest obstacles for success the women face and how to easily transform them. He also enlightened us to the #1 Primary question that your women buyers have that you MUST address for them to say YES!

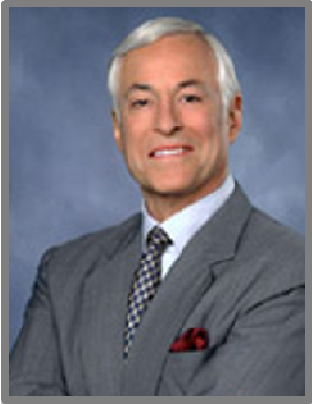
The 3 Great Needs Women
Have: Attention, Affection &
Respect

Women want all the info and then allowed to make a decision.
Men want the information with good reasons and then a recommendation.

Women are greatly influenced by testimonials from other women. Use testimonials from women for women.

The greatest obstacles to success are Doubt and Fear

- What if your self-doubts aren't true?



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- What if you picked them up along the way and accepted them and now you challenge them?

Everything that causes your self-esteem to go up causes your fears and doubts to go down.

The #1 thing you can tell yourself to abolish your fears and doubts: "I love myself unconditionally."

Attract women clients:

- Decide which women clients you want to attract
- Look at psychographics. What are their hopes, dreams, fears and doubts
- Women buy how they anticipate they will feel if they buy that
 - o Will it give me beauty, self esteem, self-respect, independence, etc.

The Primary Question women have is: "Do you care about me?"

Best closing technique Brian's found is the no pressure invitational close: "If you like what I've shown you, why don't you give it a try?"
Invite them to take the first step.

Greatest sin you can make when dealing with a woman is to treat her like everyone else or take her for granted. The anecdote is to care.

Action Steps:

- 1) How can you show your women clients and potential clients that you care about them?
- 2) This week, try Brian's no-pressure invitational close, "If you like what I've shown you, why don't you give it a try?"