

Host Lisa Sasevich "The Queen of Sales Conversion"

About Lisa:

Honored as the 2013 Extraordinary Entrepreneur of the Year by Women Online Magazine, recipient of the coveted eWomen Network Foundation Champion award for her generous fundraising, and ranked on the prestigious Inc. 500/5000 list of America's Fastest Growing Private Companies for last 2 years, Lisa Sasevich "The Queen of Sales Conversion" teaches experts who are making a difference how to get their message out and enjoy massive results, without being salesy.

Recognized sales expert by Success Magazine, Lisa delivers **high-impact sales-closing strategies** for turbo-charging entrepreneurs and small business owners to great profits.

After 25 years of winning Top Sales Awards and training senior executives at companies like Pfizer and Hewlett-Packard, she left corporate America and put her skills to the test as an entrepreneur.

And in just a few short years, **Lisa created a multi-million dollar home-based business** with two toddlers in tow. Lisa really is the undisputed expert on how to make BIG money doing what you love!

ACTION SHEET / SUMMARY

We have such an inspiring lineup of 18 Master Teachers for this 3-day virtual event! I wanted to create this as my own little university, because I am someone who obsessed with the moment of yes, and serving and honoring all clients – especially women.

We will share what is really working to attract women clients into our business, to inspire women to say YES to themselves so they can have the life they have always dreamed of, as well as some of the no-no's of selling to women.

Buckle your seatbelt, you're in for an awesome ride!



Lisa Sasevich PRESENTS

HOW TO SELL TO WOMEN

VIRTUAL TRAINING

Big companies are targeting women in their marketing and sales budgets. Women are starting about 70% of all new businesses, and hold the purse strings in their household in many cases.

The woman is making the majority of the buying decisions - up to 86%!

I taught women how to understand men for over 6 years – which required being able to connect with and attract women first-hand, and encourage them to say YES and move into action.

I would have rooms full of women for our Understand Men 101 courses, and 60% of the room would sign up for our weekend workshop – and then I would leave and think about the women who didn't register. What did I need to do or say differently? How can we give our potential women clients what they need to really see the possibility of what we represent so they can step forward and say YES and have that experience of transforming their life?

Attracting women clients:

#1 – Ditch the façade.

Be as genuine and authentic as you possibly can – women can tell the difference between true authenticity and fake authenticity.

To access your authenticity, call out whatever you are seeing or feeling in the room, either live or virtual. Say what's there, acknowledge the elephant in the room. (Listen to my example!) They will feel known by you, and can connect instantly.

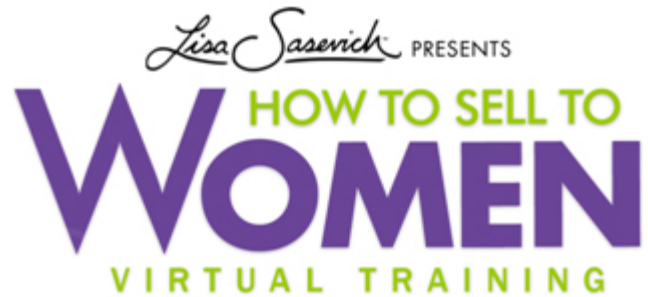
Speak for free with a structured Signature Talk that you can use to go out and share some great content and present an Irresistible Offer so they can work with you further.

Women love to see you and feel you out, and there's nothing like live speaking to allow them that opportunity to really get to know you.

#2 – Don't be afraid to share your process to be better.

Whatever process you are personally going through to be a better person or better company, women can relate to you better if they can see what you have overcome or what you're currently struggling with to get the results that you have in your area of expertise.

You have to share your process for women to understand you've been through it. Let them take a peek behind the scenes so they can see and feel your "human-ness."



Inspiring women clients to say YES:

#3 – Instill confidence in your clients.

Structure your talk to give them everything they need to make a decision.

There needs to be a process where they acknowledge that there is a gap between where they are now and where they want to be.

In the signature talk formula, we use tools like seeding and case studies.

In a 1-1 conversation, ask specific questions that reveal the gap.

After they acknowledge the gap, they have to have the confidence that your product or offer is something that they can implement. Reiterate how far they have already come so they can see the possibility and bolster their confidence that they can succeed with you.

#4 – Take time to understand the woman client.

They need to feel understood before they will take anyone's advice or coaching.

Do things to display that you understand.

Position yourself and your audience.

To position yourself, create your credibility and show vulnerability.

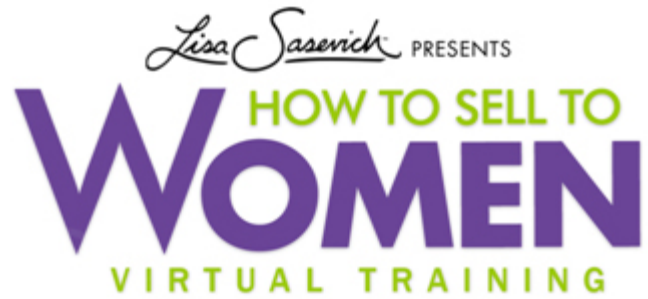
To position your audience, use the phrases “This is for you if...” or “You are in the right place if...”

Fill in two or three bullet points that describe the pain or the dreams of your Ideal Client in their words.

For example: “You are in the right place if you are tired of recreating the wheel.” “You are in the right place if people love you but they don't buy from you.”

Using their words shows them that you understand how they feel. Listen to your Ideal Clients – how do they describe their pain or dreams? Use their exact words!

#5 – Women love to shop!



When you are making your Irresistible Offer, include different elements so women can shop.

Have a couple choices – Offer the same items, just with added features at a higher price (more intimacy, access or coaching)

Use bonuses, discounts and limiters! Nobody is exempt from an Irresistible Offer.

Even large stores like Nieman Marcus or Nordstrom use sales and discounts to bring in more buyers – don't forget that in your business!

Action Steps:

1. To position your audience, use the phrases “This is for you if...” or “You are in the right place if...” Fill in two or three bullet points that describe the pain or the dreams of your Ideal Client in their words to show potential women clients that you understand them.
2. Create different tiers for your product offer to honor women's preference to shop. What bonuses can you add to your main product offer to provide more access or intimacy at a higher investment?
3. Take advantage of the hot offer to upgrade for only \$97 during the event (but don't wait... the investment goes up to \$197 after!) so you can have access to recordings of ALL of the calls with our 18 inspiring Master Teachers, PLUS Action Sheets that provide a summary of the gold from each call with Action Steps to take to implement these incredible tips!

Go here to upgrade: www.SellToWomen.com/upgrade