

Host Lisa Sasevich – “The Queen of Sales Conversion” Introduces Mary Morrissey

About Mary:

Mary Morrissey is a world-renowned speaker/teacher/coach. For the past 30 years Mary has helped *literally* millions of people harness the spiritual side of success and experience more fulfillment and success.

She is the author of two best-selling books, **No Less Than Greatness** and **Building Your Field of Dreams**, which was produced into a highly successful PBS special.

She has spoken three times at the United Nations, and facilitated 3 different weeklong meetings with His Holiness The Dalai Lama.

Mary has a Master's Degree in Counseling Psychology, and an honorary Doctorate in Humane Letters AND she has built two multi-million dollars businesses.

It is one thing to achieve success, it's a very different thing to achieve it and sustain it. Mary is one of only a handful of people on the planet who have been playing at major level in the speaking, teaching, coaching industry for over 3 decades.

ACTION SHEET / SUMMARY

Mary had been diagnosed with fatal kidney disease in 1967 and the night before the surgery a chaplain came to her, heard her story and said “Mary, everything is created twice.”

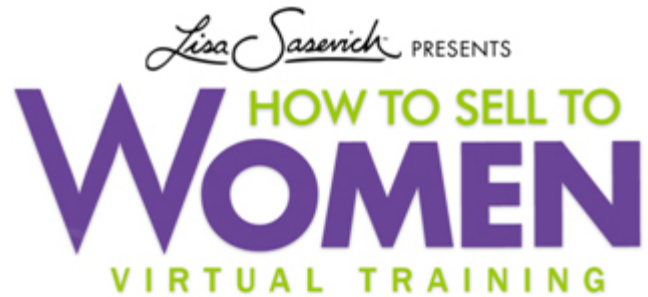
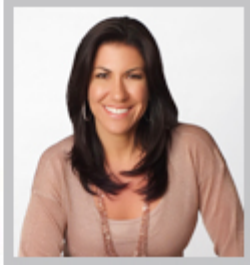
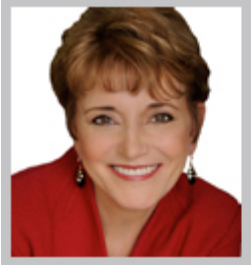
Everything started as a thought before it was a thing.

Could there be a correlation between your toxic thinking and the toxicity in your body?

She recovered, and gave her 3 mindsets to send her thinking pattern along...

It made her a thirsty sponge in the field of transformation.

70% of her clients are women. They tend to be more receptive to the idea of changing their reality through their mindset versus the external.



The last 100 years has been a remarkable shift for women. We couldn't even have a bank account or own a piece of land 100 years ago.

Attracting women clients:

If you keep breathing you're going to have a life, either way. So Mary helps people articulate and feel connected to a life they'd love to love: freedom, fun, relationships, significance and difference making.

There's also the struggle of being stuck: struggle, stuck and superstition.

The words we say hardly matter. Women read the energy and pick up on whether or not we really care.

Start where you are with what you have, and what you have is way more than you can recognize.

Mary started by using the phone and began to give.

***A business without an economic engine is a hobby.

She loves webinars. She uses a system that uses her on video and slides and uses a \$200 lighting package in her home. She loves being able to look them in the eye.

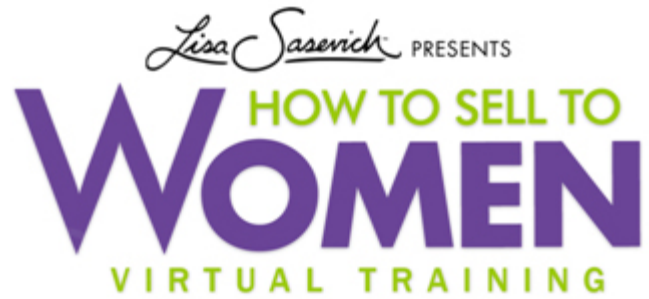
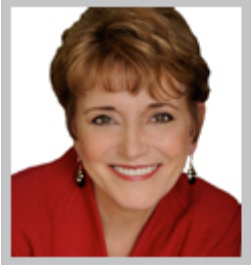
Inspiring women clients to say YES:

1. We make sure we are crystal clear about the result we are inviting them into.
2. They have to have an emotional relationship to the result or they will not take out their credit card. You can show other people's success and you have to relate it back to their life. The program is like a jet to help them get there.

When you are making an offer for their results, say "How many of you would love that result if you could just wave a magic wand? Hold your arm up." When their arm gets tired, suggest they hold it up with their other arm and see what it feels like to have a little support.

Give them that experience of support!

One of Mary's mentors taught her Paint it Red.



Remind them they have been selling and being sold to since they were small. Sales are a transaction. Mary will do everything she can do to sell you on YOU, and to see how painful it's been to be stuck that long and what it's cost them.

No-no's when selling to women:

Having the offer go on and on. There's an emotional pitch in a specific moment – tell them, make the offer, but don't go on and on and on. There is a crescendo and most people go way past that and lose the opportunity.

Action Steps:

1. Think about the client you would love to attract. What's she going through right now that you are the answer for?
2. Make your offer succinctly and then end it. Practice the offer as much as you practice your content. It's important to have a structure!
3. Grab Mary's free gift at www.selltowomen.com/mary