



Lisa Sasevich PRESENTS
**HOW TO SELL TO
WOMEN**
VIRTUAL TRAINING

TAKE ACTION SHEET
How to Sell to Woman Virtual Event
Host Lisa Sasevich – Queen of Sales Conversion
www.lisasasevich.com

Introducing Jeff Walker

Jeff Walker has literally transformed the way stuff is sold online.

Back in the old days before he started teaching his "Product Launch Formula", almost no one in the online entrepreneurial world talked about "product launches" and the idea of a "million dollar day" seemed almost ludicrous.

But now, in the post-Product Launch Formula world, the million dollar (and multi-million dollar) launches don't even raise an eyebrow. They're really nice, but they've become almost routine. Along the way, he's continued to hone his craft - one of Jeff's recent personal launches did \$1.1 million in sales in the first hour, and almost \$4 million in the first 36 hours..

Jeff uses a video sequence to get his community interested in learning more (his free gift) and whole heartedly believes on delivering a **CRUSHING OFFER**. He teaches:

- Relationships are the key to entrepreneurs moving the world economy forward
- Romancing (sharing lots of info) potential clients is necessary for a solid partnership
- 3 steps (always ask for comments - builds trust)
 - **Opportunity** (Video 1) - bringing up mental triggers; build authority, social proof
 - **Content** (Video 2) - give people great info so they believe in themselves
 - **Ownership Experience** (Video 3) - move towards sale - if you would like to continue the journey explain your new program, direct to sales page, etc...
- **CRUSHING OFFER** is easy IF you just listen to your community - all the comments and questions that come up through the above steps need to be answered (host QA calls)

Get started today by answering the below TAKE ACTION strategies:

- 1) What is YOUR Crushing offer?
- 2) What client case study are you going to share with your community to draw them in?

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