



TAKE ACTION SHEET

How to Sell to Woman Virtual Event

Host Lisa Sasevich – Queen of Sales Conversion www.lisasasevich.com

Lisa would like to introduce you to Lisa Nichols:

Lisa Nichols is a best-selling author, a popular public speaker, a powerful coach and a charismatic teacher who has reached millions worldwide with her powerful message of empowerment, service, excellence and gratitude.

Her participation in the self-development phenomenon, *The Secret*, catapulted her popularity across the globe and she's appeared on the Oprah Winfrey Show, Extra, Larry King Live and on NBC's Emmy Award-winning show, *Starting Over*. Also, Lisa is the founder of *Motivating the Masses* and CEO of *Motivating the Teen Spirit, LLC*. Plus, her new book, *No Matter What!* hit six bestsellers list including the New York Times, in the first 37 days of being released.

Lisa has been honored with many awards in recognition for her empowering work including the Humanitarian Award from South Africa, The Good Will Award, Emotional Literacy Award and The Legoland Foundation's Heart of Learning Award.

She has transformed her life from struggling single mom to motivational millionaire entrepreneur, and has dedicated her life to teaching others how to do the same.

To summarize:

When Lisa was called to go out "on the skinny branch" by God she asked for him to call back later. She was sitting pretty in a well-paid job, corporate benefits and a five-bedroom house - things were



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

good. However, the best opportunities are out on skinny branches. Her first work was talking to woman in battered woman shelters (desperately needing a breakthrough) in inner-city LA. Her path was defined during those impactful moments.

Lisa creates a safe space for woman so they have the opportunity for inspiration, information and provide opportunity for transformation. She creates a safe space for your transformation to not only look at your to-do list but celebrate the to-done list as well. If she is willing to share her breakdown moments as well as her breakthrough moments so can you. Lisa walks the transformation walk and goes out on the skinny branches often.

How does Lisa attract woman clients?

- 1) Speak the language of a woman (savvy business women looking out for the bottom line as well). Woman love the journey (story details) and speak the language of your market. What is the benefit of your listeners - what is in it for me (WIIFM)?
- 2) Speaking to grown woman as savvy business people - Lisa averages 60% closing ratio
- 3) Ask permission - in order to serve you I will ask you to take action - "Is this OK?"
- 4) Use anecdotal stories without bragging - dips back to the way things were to demonstrate your transformation i.e. this is a woman that was on economic assistance 15 yrs. ago, etc...Used with HARPO - "In order for you to see how great my life is now I need to show you how messed up it was before." In your imperfection your audience will find a likeness and trust in you.

What do you help inspire woman to say "YES?"



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

- 1) Be more committed to the outcome of what THEY want to receive. What do you want? This is what I heard you say you wanted - I recommend this or that program.
- 2) Encourage client to make a decision; do you want to get it done? And How (strategy)? Now that we have your Yes (commitment), let's focus on the How, and thirdly, I am here to serve you (not sell you) my job is to offer you what you want, educate you, and your job is to carry it through.

Lisa does not want your guilty money; she wants your JOYFUL MONEY! If this is not joyous than you need to be more clear. It is not a now or never it is a now and when it ever feels right for you (gives it back to them). Yes it is NOW!

What does NOT work for women?

- 1) NO Bragging...Come whole to serve - lead from behind - lead, inspire and enroll them, take their hand, elevate your students.
- 2) No apologies - I am sorry I am new to this...new material - want be here long. You just lost your credibility. You came to offer education. Give a complement to the audience - Don't shrink
- 3) Don't sell to people, serve them - stand in service - you have to earn the right for them to go into their wallet and get out their credit card.
- 4) Don't make them feel bad - I shared with you so much info and I have so much more however, for many of you this is enough and thanks for our time together. But for those who are ready to get more please go grab my...come talk to me at the back of the room, etc...



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

ACTION STEPS:

- 1) How are you serving your community?
- 2) How are you going to inspire woman to say “YES”?