



## TAKE ACTION SHEET

### How to Sell to Woman Virtual Event

Host Lisa Sasevich – Queen of Sales Conversion [www.lisasasevich.com](http://www.lisasasevich.com)

Lisa would like to introduce you to Marcia Wieder...

Marcia Wieder, CEO and Founder of Dream University, is leading a Dream Movement. With more than twenty years of coaching, training and speaking experience, her inspiring message has touched audiences of 50 to 5,000 at companies including AT&T, Gap, and American Express. Her life's work is about restoring dignity through clarity, courage and confidence. This year Marcia is committed to helping one million dreams come true.

Whether teaching at the Stanford Business School, speaking to executives in China or addressing young women at Girl Scout Camps, her riveting style impacts audiences worldwide. She has appeared several times on Oprah, The Today Show and in her own PBS-TV special, and is the best-selling author of 14 books dedicated to achieving dreams.

Marcia encourages you to believe in your dreams not because there are guarantees, promises or assurances, but rather because they matter to you

To summarize:

Marcia is a master of encouraging others for making dreams come true - saying yes to transformation! Dreams are different than fantasy; dreams you can work for and achieve and fantasy is like winning the lottery, out of our control. She has been teaching and encouraging woman to follow their DREAMS for years and has built a multiple 7-figure income from this concept. The turning point for Marcia was when she was President of NAWBO years ago and realized she was not living her dream, as she was coaching.

She was working with "Make a Wish" Foundation and met two children who were on the blink of death. After the experience she went out to her car and just sobbed and realized she needs to live her dreams and not just reacting to what life has in store for you. Both need to align and when they do balance happens!

Marcia believes when building trust with woman you must think about:

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- 1) Breathing in and out deeply effects our vision and help us respond to experiences differently - be open to what life has in store for us - Feel, talk and listen authentically -
- 2) Authenticity with your Soul is what Marcia truly lives and coaches to others.
- 3) Building Trust is key - woman do business with people we know, like and trust - uses her Blog video series to build trust and relationships. She reads all 900 comments and makes a few of her own.
- 4) How do you show up? Pay attention to how you show up - is it consistent?

Marcia is the master of inspiring woman to say “YES” to themselves - how does she do it?

Teaches 4 step process of Enrollment - MUST master the role of enrollment first before you can master the role of Manifestation. Enrollment includes these skills of share vision, product and services, inspire people to invest in you - The biggest objection is “don’t have the money” but this disappears when you are yourself and people can relate - authentic.

- 1) Establish rapport - build trust - be yourself - let others see in - be authentic
- 2) Build value by asking questions - know your audience and be clear of the value to them
- 3) Overcome Objections - Do more 1 and 2 then deliver more value than you are charging and “too expensive” disappears
- 4) Secure an agreement - secure next step - what is out agreement moving forward People say No for two reasons (when making an offer to work with you):
  - 1) You're asking for too much (so break it down into smaller chunks)



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2) We didn't make a clear request. They don't know what we mean.

Magic Phrase:

"Would you be willing to explore...." "Would you be open to.....?"

How you ask them to help very important:

1. Make specific requests ex: Will you speak for 10 minutes, about this subject, dial this #
2. Make it easy to say Yes

A visionary has a big dream, articulates it with clarity, expressions it with passion (excitement), inspire, invite and enroll other people to join them. Say no more to what is no longer true you free up space for what you know is true today.

If someone's just too busy, ask them "How can I make this easier for you?" They will then tell you how to close them.

- 1) What is your biggest dream? And what are your plans to make this happen?
- 2) How do you build rapport with your community?