



TAKE ACTION SHEET

How to Sell to Woman Virtual Event

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

Sandra Yancey - eWomenNetwork

Sandra Yancey is the Founder & CEO of eWomenNetwork - the premier women's business network in North America. Her organization has 118 chapters, produces 2,000 women's events annually, including the largest 4-day International Women's Business Conference & Expo in North America. She is the Producer of the GLOW Project, a powerful movie heralded as one of the most inspiring films ever created for women by the Orlando Film Festival and continues to sell around the world. If you have not seen this movie check it out at www.GlowProject.org.

Sandra believes whole-heartedly that face-to-face networking is essential to grow your business. She insists you must ask prospects TWO very important questions about their business before you can create a relationship:

- 1) Who is your IDEAL client (very different then target market)?
- 2) What is your biggest business challenge (LISTEN and customize/address your chat on what is THEIR biggest business challenge)? How can you help them?
 - Woman love to buy but hate to be sold (know, like and trust factor)
 - Qualitative and Quantitative info is necessary by surveying your community twice per year (how can I help them with their biggest business challenge so I can coach them on their transformation)?
 - Pick your niche and trust there is enough for everybody - in our competitive world good is not enough - need to be GREAT
 - 4 steps to successfully market to woman:



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

- Visit 30 cities per year (ewomen chapters) - hard to do but she uses her I pad now instead of her laptop (easier to fly through airports)!
- Expanded your online presence (Success Institute - learning portal) to reach 130 chapters around the world - woman helping women twice per week
- Learn the art of telling the story...been there, done that, got the T-shirt... share the good, bad and ugly - woman buy access to realness not intellect

Sandra defines success as doing the things you love; adding value to others lives and making a difference and being able to afford the things that are important to her (volunteering, donating). It was not until the last few years that she feels wildly happy and wildly success.

To get more of Sandra's brilliance go to www.howtoselltowoman.com/sandragift

Action Steps:

- 1) What is your story (what will you share with your community to build trust)?
- 2) What top 3 steps you are taking to reach your IDEAL client?