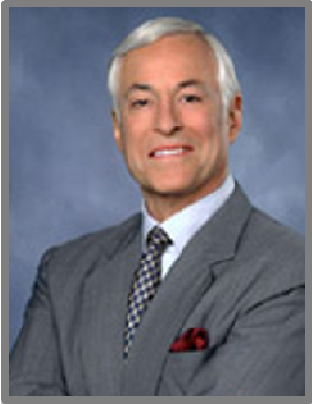


Lisa Sasevich PRESENTS
**HOW TO SELL TO
WOMEN**
VIRTUAL TRAINING

Lisa: Hello everybody this is Lisa Sasevich and I'm thrilled to have you back today at How To Sell To Women Live Virtual Training. This is your host again Lisa Sasevich known by many as "The Queen Of Sales Conversion" and founder of The Invisible Close. You are definitely in the right place if you want to learn how to attract inspire and influence women buyers into your business. As you may know all twelve of our master teachers have been selected because they've each made millions by knowing how to honor and serve women at the highest level. And each have been so generous today in really offering to you their gift, not only what they teach on the call but also at the end of the call, a special way that you can go forward with getting more of there amazing work. So we started the day today I stepped in and did an opening ceremony and it was really fun for me to share with you some of my newest work on distinguishing what it takes to build trust quickly with woman and inspire them to say yes. And we've been getting a lot of really fun comments from all of you joining me on Facebook and you're welcome to do that at least a LisaSasevichFan.com and share some of your favorite parts from our series. Then we had Vrinda Normand, irresistible writing mentor sharing what it takes to really inspire women to say yes on the spot online. And then I'm sure you're all still electrified by the interview I just had with Ali Brown. We shared a few secrets about how we originally met. I actually got to be her mentor first and then she mentored me as I made my multi-million dollar leap about three years ago and it was wonderful to hear some of her late breaking work on really how to go from you know self-sustaining all the way through being fully empowered and influential. So I hope you'll enjoy all of those interviews. They are going to be up for you for 24 hours and then if you decide that you want to listen longer or have them in your success library along with the transcript and our action sheets of the key points from each day, you can go to selltowomen.com/joinus and right now on special only during the event, you can grab the whole series for \$97.00. Today I'm excited to introduce to you as our final hitter for the day and of course I save the big dog for last today. I'm excited to introduce to you, and it really is an honor to introduce to you, Mr. Brian Tracy. Now Brian is one of the world's most visible authors on success in the business world and in the personal development sphere. He speaks all over the world and is well known for his ability to not only inform audiences but also inspire them. Many people don't know that Brian is originally from Canada and he had an early belief that he was going to control his own destiny. He travelled as a young man; a lot of people don't know his story through England, France, most of greater Western Europe and finally rested for a time in the Sahara Desert. During these travels Brian went through many harrowing experiences travelling not only through the Sahara but also in what amounts



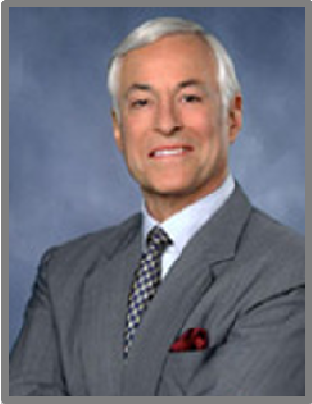
Lisa Sasevich PRESENTS
**HOW TO SELL TO
WOMEN**
VIRTUAL TRAINING

to over 80 countries before returning to his home in Canada. It was these travels that laid the foundation for the success he currently has and it showed him just how much one can accomplish through daily goal planning, a consistent work ethic, an ever present optimism which Brian oozes every time I meet him. After briefly operating a successful development company and working successfully in sales, marketing, investments and real estate, among other pursuits, Brian formed Brian Tracy International, and it is with this company, that Brian became internationally respected within the business world as the authority he is today on leadership, management creativity and a myriad of related topics. Now I am personally honored to welcome Brian because we have become personal friends in the last couple of years. He has given me the experience of what it feels like to have a champion and I have to say that Brian has touched so many lives that it is just an honor to allow him to touch ours today and Brian I want to welcome you to the call.

Brian: Well thank you Lisa for those wonderful words. It's such a delight to be with you because you know I admire and respect you so much.

Lisa: Well thank you so much. Well it is an honor to have the opportunity to really dig in with you today and really find out a little bit more on a subject that you know I know many people don't stop and look at specifically from this angle, which is, you know, the ways that you have found to attract, inspire and influence the woman buyer into your business. And I know it's not at the forefront of how you market yourself but I know that when we look and whenever I have offered your work and have been able to share some of the things that you are up to with the 50,000 plus women that we serve, they go crazy for it. So you're obviously doing something right and I want to start by asking you Brian how and when did you discover your calling? I know, you know, you're about empowering and serving people. Have you ever distinguished that you specifically are about empowering and serving women as a part of that group or really do they just tend to, you know find you because they're attracted to the way you are and the work that you do?

Brian: Well it is such a great question. You know I've been happily married for 32 years to Barbara and we just have a wonderful relationship that gets better and better and I have two daughters as well. And I always think that when I was raised, my mother was very helpful. She was very instructive to me telling me how important it was to respect women, how important it was to treat them like ladies, to walk on the outside, to open doors for them and so on. And so that was my earliest impression and it never left me. So for my whole life I've had a tremendous respect for women and I can never

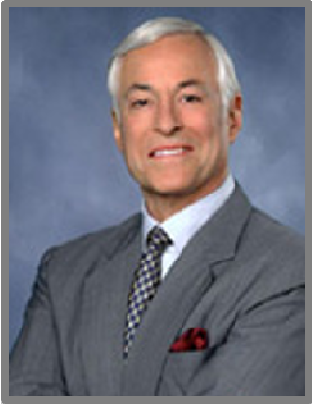


Lisa Sasevich PRESENTS
**HOW TO SELL TO
WOMEN**
VIRTUAL TRAINING

understand people who don't and even cultures who don't. I know when I got married; of course I wanted my wife to be able to fulfill her potential. I wanted to; I love that wonderful line from Scott Peck which I read so many years ago. It said that true love is wanting the very best for the other person and wanting her to become everything she's capable of becoming. And I read that before I got married and I thought well that's good, I like that. And so my whole life for my wife has been dedicated to helping her to be happy and to become everything she is capable of becoming. So then we had two daughters, two wonderful daughters Kristina and Katherine who are now 32 and 20 and my goal was for them to become ever thing that they are capable of becoming the Maslowian goal. And so when I began speaking, this was my mindset, is that my job is to help people, especially women. And I have two sons as well and you know it's interesting daughters are different from sons. Daughters get more attention or should get more attention, more thoughtfulness, more love, more kindness, more sensitivity than boys. I always say that boys come with the bark still on them but girls are very different. Now I have three granddaughters believe it or not, I can't believe it myself, and two of them were born in the last 30 days. So I've always had this wonderful respect for women. That answer, the second part of your question is how do I treat women and I never treated them differently. I've always been taught to respect and honor women so women turn out to be 50% of my audiences when I speak publicly and I treat them with the same respect. I always say that women need to be treated the same but differently. They; because women are the same but they are special and it's just my own personal chauvinist philosophy. '...

Lisa We like it when chauvinism goes in that direction and you know there's a lot of men listening Brian to that you know we have over 12,000 people that have joined us for this series and you know it's men and women that want to learn how to, you know serve, inspire and honor women in their business and so you're just a fabulous example of how your upbringing around women is translated into your business and you know in kind has attracted so many women clients to you over the years.

Brian My wife has participated, she has come in to hundreds of my seminars, God bless her, sat through countless hours of my speaking on these subjects. In a way it sort of keeps you honest. So you never say anything that is not appropriate and that's not applicable to both parties but especially to women. So one of the things that I have found, I studied the needs, the different needs that men and women have and I studied extensive I could speak for half a day on male/female differences. And one of the things that I found is that the great needs that women have is for attention, affection and respect and you call this "the golden triangle" of getting along with women is paying

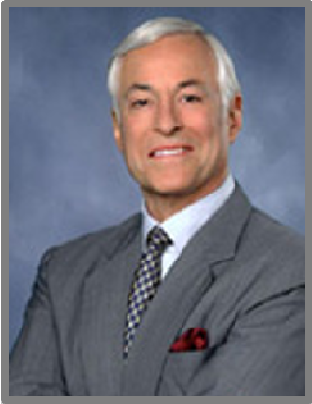


Lisa Sasevich PRESENTS
**HOW TO SELL TO
WOMEN**
VIRTUAL TRAINING

close attention to them, pay attention to them, take them seriously especially when they want to talk. There's nothing that makes a woman angrier than not to be listened to. You're not listening to me; remember those words. The second thing is affection, is that women want to be treated as if they are special which in my estimation they are and the third is respect. So since affection is a side issue, I've always treated women in my seminars with attention and respect. And women in my estimation tend to be far more sensitive and aware than men are. You know that the old joke by Jerry Seinfeld when he's asked what do men think about? He said, well I'll tell you the truth not much because men are really not wide thinkers. If you take the; and look at the brain scan of a man and a woman watching television, 80% of her brain is active almost like lights in a Christmas tree all lit up. Only 20% of his brain are. When a man communicates he communicates with one center of his brain, a woman communicates with five or six centers. She is alert and aware and sensitive to surroundings, feelings, appearances, intuitions, instincts and so on. When you look at the difference between intuition, you find that women are highly intuitive and yet if you do separate studies, what you find is that men and women in cold case studies have the same level of intuitive ability. The difference is that women listen to their intuition. So when you sell to women, remember women are very intuitive and they're much better shoppers than men, they are much more sensitive and aware. If you ask a man what color is that? He'll will say it's red but for a woman it could be cherry red, fire engine red, it can be hibiscus red, this red that red . Women have far more pixels in their eyes so they can see far more subtle shades of color and recognize them clearly .For a man, it's red.

Lisa: I love that it's so true and you know it's probably Brian when we think about selling to women and the fact that for a woman to step forward and say yes, she has to make a decision, it kind of helps me understand myself a little bit on why it takes me more sometimes to get to that place of decision because if I'm factoring in more data, it would obviously be a little tougher process right. I mean if I'm taken in that many more pixels right, if it's to you it is red or blue and to make it's the difference between all these different shades of red and all these different shades of blue, you know, I wonder if that plays a part because we constantly hear women say how hard it is to chose.

Brian Yes and they've done all kinds of studies and you've mentioned this in talking about your presentations which is very important. They give a person 16 different types of jam to choose from, they end up buying none but if you give them three different types of jam then they will end up picking one of the three. Too many choices actually short circuits the person and they can't answer correctly. So when you deal with women and Daddy Walters used to talk about selling to women. Women want to be



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

approached differently in selling. They want to be given all of the information and allowed to make her own decision. Men want to be given the information and then a recommendation.

Lisa Wow! That's a huge difference in the sales cycle.

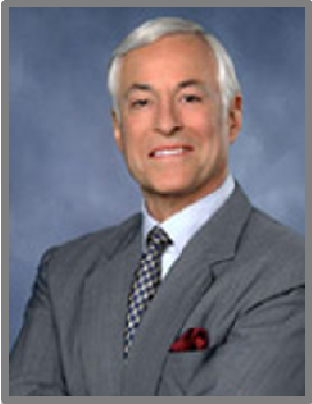
Brian Yes, it is. So what women want is very good information. When they go shopping, women go to shop for information. They will visit anywhere from 3 to 10 sources of a product or service that they want to purchase before they decide on one. Men just want to rush in and get it and rush out.

Lisa: Right.

Brian: So what you do is give them very good reasons and give them a recommendation of all the products or services available to you, this is the best one for you, you should get it now. Women want a little bit more time to think about it and they want a little bit more evidence. Women are also greatly influenced by testimonials but not by testimonials by other men. So when I talk to my audiences I say, if you're going to use a testimonial from a happy customer or consumer of your product, talk about a happy woman to a woman, talk about a happy man to a man because women aren't concerned about whether some other man liked the product, they're concerned about whether some other woman liked the product.

Lisa What did the ladies think, right?

Brian Yeah. What do people like me think? And so when you come right back to your question, when I discover my calling to empower and serve women? Well I've always had this belief and I love America and I believe that America offers more opportunities and of course almost all the English speaking countries for that matter and now more countries. I have spent a lot of time in China and even in India last month, and more and more women in every culture are as I say pushing to the front. They're realizing that they have incredible potential to do extraordinary things. And I've always told my daughters, you can do anything you put your mind to. I told them that since they were young, I programmed it into them and now they're grown and they don't believe there is anything they can't do. So that's why I've made it my whole focus with all of my teaching and training not just for the audience but for women especially, there's nothing you can't do, you have extraordinary potential to accomplish things beyond anything

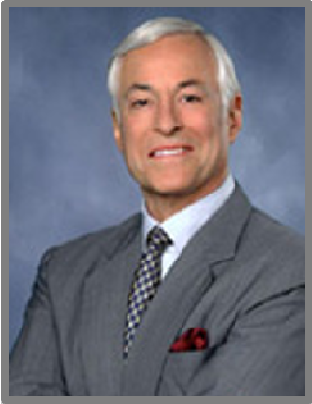


Lisa Sasevich PRESENTS
**HOW TO SELL TO
WOMEN**
VIRTUAL TRAINING

you have ever done before. And of course the programs that you and I offer are to help women to actually make that a reality, make it a truth.

Lisa Absolutely, and Brian when we look at, because you offer so much. I mean people come to you for, you know, so many amazing transformations. What would you say is the unique transformation when you look at your body of work; what would you say is the unique transformation that you offer women with your work?

Brian All right. Well, going back to my very first seminars, back 30 years ago, what I found is the greatest single obstacles to success are doubt and fear, fear and doubt, doubt and fear. They're the twin demons and they go all the way back to early childhood. And so I've taught this and literally millions of people whose idea is that at the starting point that you are achieving your potential is for you to learn how to overcome your fears and the root of many of your fears. And I talk to senior people in huge corporations who, in private, will say the same things; they still have these fears. So the starting point is for you to challenge your self-limiting beliefs. What beliefs might you have that might be holding you back and where do they come from and what if they weren't true? For instance you say well, I'm not very good at speaking in front of a group. But what if that wasn't true at all? What if you're actually inborn you have an incredible ability to speak in front of a group, you just haven't learnt how or I'm not very good at selling or marketing or you know soliciting new business and things like that. What if those weren't true at all? What if those are just self-limiting beliefs that somehow you picked up almost like a piece of gum on your shoe. You picked it up along the way because somebody criticized you or you have had a bad experience. And you kind of just accepted yes, so I'm not really good at that. What if you challenged it? And so what I've done in my work with women, I did a wonderful program that my daughter and I are going to turn into a book called the 'Peak Performance Woman'. Many years ago I sat down with a focus group of women and I asked them three questions. I said, what is it that the modern woman wants? And we came up with about 30 things. Health happiness, relationships, financial security, financial independence, respect and esteem of others, promotions, positions, all the things that the modern woman wants. Then we said well what are the obstacles holding the modern woman back from getting those things? And we came up with about another 30 answers. I still got all those stuff. I'll provide it for you if you're like 3, pretty neat stuff; research. And then the third question we asked is if what is it women need to learn in order to overcome the obstacles that are holding them back from getting all the things that they want? And again ended up with 30 more.



Lisa



Wow.

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

Brian And so we build the whole one day Peak Performance Woman Seminar around that. And so that's been rolled out, it's been audio recorded, it's been sold to hundreds of thousands of women and literally it's life-transforming, just life-transforming. It shows them how to get the best jobs they want, how to get paid more, how to get promoted faster, how to manage their time with dual responsibilities, how to communicate more effectively.

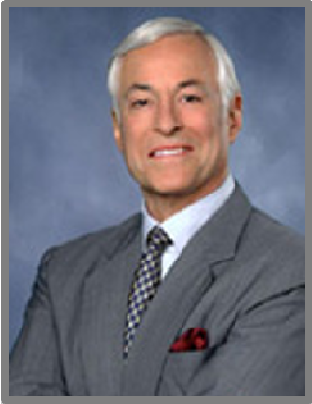
Lisa: So would you say that that's one of the key places that women, you know, seek you out is really for their peak performance and how to get over those self-doubts that they've picked up along the way?

Brian: Yes. What you and I have both found is that everyone, men included, but women seem to be more sensitive to factors when they're growing up and they're more affected by destructive criticism or negativity or lack of support or insensitivity from one or both parents and those things cause them to doubt themselves. So I've just finished a book called "Kiss That Frog, Turning Negatives Into Positives". And the first message in the first chapter says, you are a thoroughly good person. You are a thoroughly good person and you are capable of achieving wonderful things with your life. That belief, that statement is so simple Lisa that if a person just accepted that you'll find that almost all of the problems that people have is they question whether or not they really are a thoroughly good person. And they question whether or not they have unlimited potential to do extraordinary things with their lives. And as a result, they literally hold themselves back. They try to drive with their foot on the brake of their own potential. And so what I try to do, is I try to transform their thinking, I try to help them realize that what I'm saying is true is that you have credible potential to be an extraordinary person and to archive all of your hopes and dreams. And if a person says, wow really and then the question is what are your hopes and dreams? And what are the steps that you would take? You know the old psychological trick is I can't do it, but if you could do it, what would be the first step you would take?

Lisa: Right, right. That's like when I lose my keys if you knew where they were, where would they be?

[Laughter]

Brian: Yes, exactly.



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

Lisa: It works every time. So if you were going to take a step what would it be right?

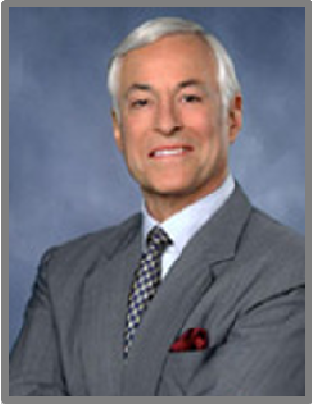
Brian Yes, and I found an interesting thing that holds people back, is it's not that they disbelief what you say about your programs and I think that your programs are some of the best I've ever seen in my life. And the programs of some of the other people who are on this interview series Wonderful programs, very thoughtful, hundreds, thousands of hours and investment. It's not that women don't believe that they will work and bring about the results as you say. They just doubt whether they would work for them personally because of their own self.

Lisa: Right, its really more self-doubt than doubting anything about you know, what they're considering investing in.

Brian: Exactly. So my transformation which has caused people all over the world to come back to me and say you changed my life and women everywhere. I'm sitting here at my desk answering e-mails that I get and half of them are from women who say you've changed my life, that insight changed my life. What I do is I work with them to show them how they can literally challenge there self-limiting beliefs and re-program themselves, almost like you take one CD out of the player and put in another CD. You can take one program out and put it in another program of confidence, self-esteem, self-respect, self-responsibility, self-liking, personal power. You can literally transform yourself and nobody will do it for you.

Lisa: Right.

Brian: So my transformation is to give people practical tools that they can use immediately to bring that about. I'll give you an example. One of the things I teach people to say is that the core of your success, the quality of your life, is determined by your self-esteem; by how much you like yourself and respect yourself by how important and valuable you feel you are. And so therefore everything that causes your self-esteem to go out, causes your fears and doubts to go down like in opposite reaction like a teeter tot, as your self-esteem and self-confidence goes up, your fears and doubts go down and if you keep that over and over again eventually your self-esteem stays up. So what I tell people is 95% of your emotions are determined by how you talk to yourself. Successful people talk to themselves in a successful way, in a positive way. And the most positive words that you can use are the words, I like myself. I like myself or even



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

better I love myself and even better still is, I love myself unconditionally. I love myself unconditionally. And I've had women come up to me in seminars and say when they first heard that they could not get the words out, they couldn't say I like myself. They struggled with it because of previous experiences that had caused them to question themselves, usually again parental experiences and eventually this one woman came to me and she had tears in her eyes, she finally kept working on it, it took her six months and finally instead of saying I like myself, she said I love myself. And she began saying I love myself, I love myself, I love myself and when you first...

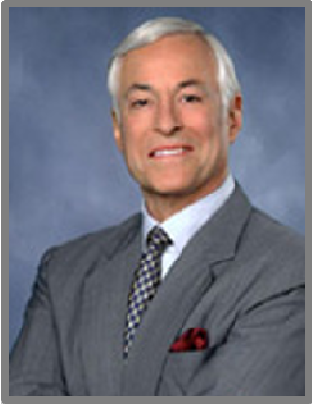
Lisa: And so what I hear you saying is you don't have to work on getting rid of fears and doubts if you focus on raising your self-esteem because it will replace it.

Brian: Absolutely. That's the most wonderful thing. Now I teach all kinds of things but there is something in psychology that had a great impact on me many years and it's called, years ago, it's called performance based self-esteem. And psychologists call it self-efficacy. Now self-efficacy means that you feel that you are efficacious which means effective or capable of doing something. So I'll give you an example. Let us say you have a dish that you prepare and it's your special dish in the kitchen and when you prepare it's so good everybody says gee, this is good. When you...

Lisa: I need a dish like that Brian. [Laughter]. I'm going to talk to Barbara. I'm sure she has got a lot of dishes like that.

Brian: Everybody should have at least one. Anyway, so when you prepare that dish and you serve it and people say gee, this is good, your self-esteem soars almost like a thermometer on a hot day. Your self-esteem soars because you feel efficacious, you feel competent, you feel good at what you are doing. So whenever you do anything that makes you feel competent anything you do that you do well, I'll give you a little simple thing. Cleaning up the kitchen after dinner, putting away all the dishes and cleaning up the kitchen so the kitchen is spotless. Now it seems like a small thing but it is a completed successful task and whenever you complete a task your self-esteem goes up, even a small task like bringing groceries home and putting them all away and closing the cupboard. Just doing that makes you feel like a winner and makes you feel like a little winner, you have won you have crossed the finished line.

Lisa: Yes.



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

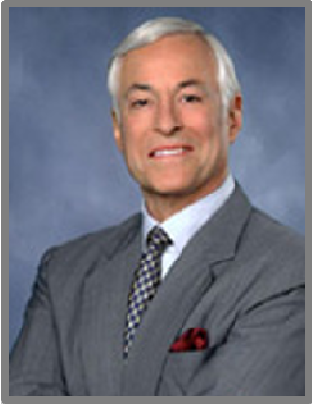
Brian: And so therefore every time you start and finish a task you feel like a winner and if it's a big task you feel like a big winner. If it is a little task you feel like a little winner and your self-esteem goes up and what happens is you have more confidence to try something else and to get into something else and to do something else. And as you do this you set bigger and bigger goals for yourself. So you start off with little goals and you achieve the little goals and you say hey I could do this I could do this like Annie, lil orphan Annie I can do that, I can do that. And so you set a little bit bigger goal and it takes a little bit more stretch and you do that, well I can do that, I can do that. So it's "the walk before you run phenomenon" is you can actually build your self-esteem the way you would build your physical fitness by exercising physically. You can build your self-esteem by starting and completing tasks, do little task and then bigger task and then more challenging tasks and the sooner you start to say hey I can do anything, I can do this, I can do other things, you start to become hungry for this feeling of starting and completing important things.

Lisa: It's really a cycle of success that you bring on yourself by taking those actions.

Brian: Yes, that's why coaching, instruction, membership in Sassy, membership in Coaching programs where you get feedback and ideas that you can apply that get results because your self-esteem and self-confidence to go up, which makes you makes you hungry to learn and apply even more stuff and you get under an upward spiral where you just never stop. Your self-esteem and self-confidence just keeps getting higher and higher and you just feel wonderful about yourself.

Lisa: I am with you I know that when I started to really make decisions in my life and even though they were scary, I would get a result, right. And the result would be a success whether it was the outcome I was looking for or not because I lived, I did it, right, I moved forward and I experienced that upward spiral you're talking about and I can see how it would apply perfectly here. Now Brian I don't have a ton more time with you, I'm sad to say so. I want to get into some of the nuts and bolts about how you attract women clients into your business. I mean obviously you've done it just by being the wonderful gentleman and a professional and expert that you are, but is anything, you know in the tactical area that you can share with people listening who want to attract more women clients to their business?

Brian: First of all you decide which women clients do you want to attract? And you think, what are their ages? What are their backgrounds? What are their incomes?



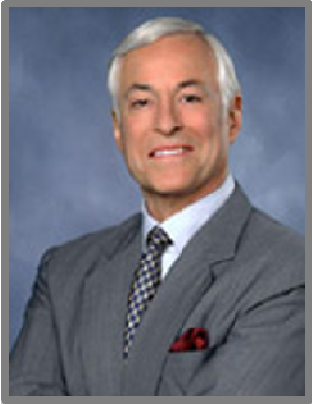
Lisa Sasevich PRESENTS
**HOW TO SELL TO
WOMEN**
VIRTUAL TRAINING

And so on. You've caught this very well, you don't try to attract everybody, you just try to attract the people who are ideal. The second thing; you look to do is look at their cycle graphics and say what are their hopes and what are their fears and what are their dreams and what are their concerns and doubts? You see every woman, not just one, but every woman has one great thing that she wants that she feels will make her really happy and satisfied and it could be something in business, it can be something in fashion, it could be something in family or health, it will be in different areas. And women always buy how they anticipate feeling as a result of consuming your product or service.

Lisa: That's a key point.

Brian: 85% of all motivation on the part of women is how will I feel if I buy? How will I feel if I buy and use your product or service? So all the very best advertising and selling to women is describing what you call the transformation, describing this is how you will feel, this is how your life will be. And women are always motivated to satisfy a need and a deeper and a more important than need, women want self-esteem, they want self-respect, they want to be beautiful, they want to be popular, they want to be desirable, they want to be successful, they want to be independent. It's not that they don't like men; it's that they don't want to have to have men. They want the choice. So they want to be financially independent so that they are capable of making their own choices and without worrying about money or lack of money. So when you try to appeal to women you simply explain to them that if you use this product or service of mine, this is how you will feel and here's the results you will get, here's how you will feel afterwards. And then you guarantee it, you say if it doesn't give you that result then you please give the product back and I won't charge you for it. And it's been; that's my philosophy. And so always respect the woman's right to choose and always aim at the change that will take place, of how she will feel afterwards when you use your product or service and everything you write and do focuses on that. Now women, because they are great shoppers, will say okay how do I get that result? Then you explain, it's by doing this and this and this, that you'll actually get the result that you want. Women buy the result and by following this track, and this is the other people who have done it and by doing these things in a logical way, this is how you get that result or benefit. And they say okay that makes sense, I'll give it a try.

Lisa: Yep, I wholeheartedly agree and I love the way that you're spelling it out because sometimes these things are happening but without distinguishing it the way that you are, it's not as easy to see what is happening in that attraction process.



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

Brian: Yes.

Lisa: I love your point about how women buy, how they anticipate they will feel. And so it's sort of like fill it the blanks, right. Are they looking to feel beautiful, self-esteem, self-respect, independent all the things you listed? So if you figured that out and you know that the women that are you know attracting your business and are working with you, want to feel more let's say you know just to tie it back to our early subject, more self-esteem. Right?

Brian: Yes.

Lisa: So then you would, where would you take it from there?

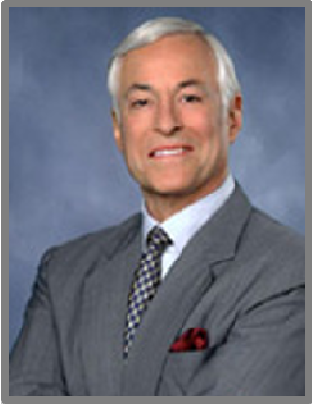
Brian: Well one quick point thought, I'll move forward is, that the primary question that women had is do you care about me? Do you the person that is trying to sell me something care about me or you only care about selling what you're selling?

Lisa: Yes, that's huge.

Brian: And caring is the critical, it's a critical factor with men as well because human beings; sometimes I'll ask what percentage of decision making is emotional, what percentage is logic or rational. And I get a whole bunch of answers from the audience. I say well I'll tell you the truth; it is a 100% emotional. People decide emotionally and then justify logically.

Lisa: Yes.

Brian: They decide emotionally almost instantaneously and the critical factor is do you care about me? If you care about me, then I'm wide open to whatever you suggest. So never lose sight of that. You know they say that women would rather have a tooth pulled without anesthesia than go and buy an automobile from a typical car salesman because they can't stand the pressure. So your other question, what doesn't work with women is not caring about them, is caring about more of what you're selling, being arrogant, being supercilious, being flippant, being disrespectful and so on; these things do not work because women are very sensitive and even if they want the product, they won't buy it from a person they don't like.



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

Lisa: Yeah, I could, 'cause I'm looking into my own life and I can vouch for that. In fact I remember kind of pushing past that once and buying some training from a mentor because it really felt like his teachings were what I wanted but the truth was once I got in there and I really didn't feel like he cared about me, I just couldn't be trained by him, I couldn't listen to what he had to say, couldn't let it in.

Brian: Yes.

Lisa: I tried to push past that part of myself as a woman in the past and it didn't work.

Brian: Right.

Lisa: I couldn't even trick myself.

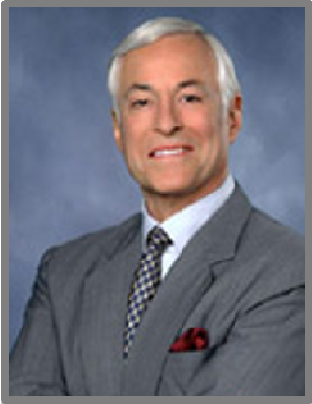
Brian: Well it's because you, I, all human beings, we're sensitive to you know, how are we are doing and a person who cares about us confirms our value, makes us feel important. It's a form; it's a small form of affection. It can be a great form of affection but it answers one of the deepest of all sub-conscious needs, is to feel important and valuable and if a person doesn't make us feel that all the time. Like your style is always to treat people in your audiences as each one of them was the most important person in the world. And that's how you feel about the people who you work with, that's how I feel.

Lisa: It's true.

Brian: People say to me do you want a private room during the break so you can get away from the people, I say definitely not.

Lisa: No, I'd go home if I wanted that, right.

Brian: Yeah, these are my people. I am so appreciative that they're here, that they've come here. I want to be out there and I want to meet with them and talk to them and hear from them 'cause I care about them. And the audience knows that, you can't fake that either it's true or it's not true. But if the audience knows that you care about them because you're genial, you're just a likable person on the stage or in your one to one interactions, that's just, all the barriers just drop. They'll assume just like the halo effect in psychology they'll assume that if you're a likeable person, then what you're doing is good and what you're offering is good as well.



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

Lisa: You know where I see that big Brian is you know, Michael, my ex-husband we were together 14 years and we're still really close and you know he's a heart surgeon but how could you really tell what he's doing in there, right, nobody knows but if you like a doctor and to me this is a place where you can really illuminate what you are saying, if you like a doctor, if you have a good bedside manner people, assume you're a good doctor, right. Do we really know their technique and I think that's a place where that you call it, it's called "the halo effect"?

Brian: Yes.

Lisa: I think that's a place where that really comes to play.

Brian: Yes. We take; if we see that a person has one quality that we like and admire, we assume that they have many others.

Lisa: And we put a halo on them for the whole thing, right?

Brian: Yes.

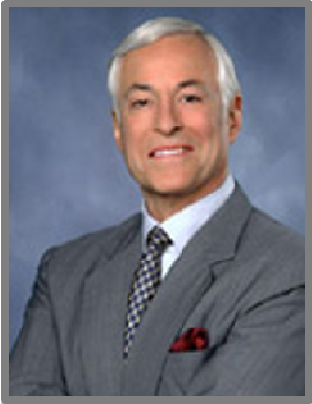
Lisa: I love that.

Brian: So you know I just say and I've written a book recently called "Full Engagement" on how to motivate and inspire your staff to be fully committed to your work and what I say is the bottom line is make them happy to be working for you. What's so hard about that I say, just make them happy. And it's the same thing with customers, just make your customers happy make it easy for them to deal with you and make them happy when they do deal with you. Just focus with that, just focus on conveying that warmth and caring to them and they'll be your customers for life.

Lisa: Right.

Brian: And especially women because women are far more likely to make a decision, yes or no on the basis of how they feel. They don't necessarily tease it out logically and dot the i's, they just say I feel comfortable with this decision with this...

Lisa: We go with our inspiration in many cases, yes.



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

Brian: Yes, yes.

Lisa: And that actually brings me exactly to my next question is, before we finish up, I want to talk about that moment, that transformational moment, when a woman does make a decision when she says yes. What have you found is effective in inspiring that moment so that a woman has what she needs to be able to say yes on the spot?

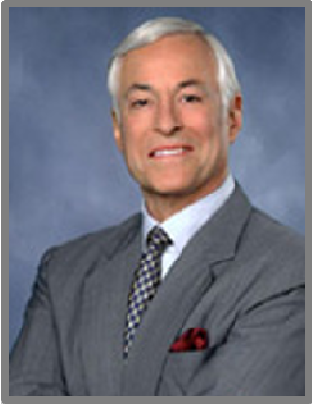
Brian: Well it's interesting; I was just reading something today about your sales presentation. Is it planned word for word, is it reviewed, is it rehearsed? The fact is that even though you're a wonderful warm, caring person, and that you love your audience, you love your customers and you love your product, you still have to organize your presentation so that there's a flow to it. Is it opening and a development and a logic and you explain clearly how and why the person will benefit and achieve their goals or satisfy their dreams or achieve their transformation that they desire, by using or applying your product or service. So thinking it through logically, in a way, it's a mark of respect for your customers as opposed to just throwing out information and constantly reviewing the way you present it so that it has, your presentation has an opening. This is what this transformation that you will receive this is why and how it's been developed, this is how and why you can do it and use it and get it and so on. So that's what brings people to saying yes, it's almost like the lights go on, the nickel drops and they say aha and they feel yes, I can do that, I feel comfortable with that.

Lisa: So they need to, you know, get clear on the transformation and what you think has them say yes right now versus like oh let me think about it then say yes?

Brian: The answer is, ask them. The best closing technique that I found is simply say if you like what I've shown you, why don't you give it a try? Why don't you give it a try. It's worked for others, it will work for you, it will give you wonderful results and we stand behind it, why don't you give it a try? And that's very low-keyed, very subtle no pressure, I call it the no pressure, low pressure invitational close, invite people to give your product or service a try, invite them to take the first step to sample your product or service. I say it's sort of like the supermarket example where they have a tray and they hand out little hors d'œuvres and they say if you like this, buy the whole bottle.

Lisa: Yeah.

Brian: And people...



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

Lisa: If you like the appetizer, you're gonna love the whole meal.

Brian: That's right. So get them to give it a try and that's what they say in the supermarket here why don't you give it a try?

Lisa: Right. Andre Lee calls it Pink Spoon Marketing like the Pink Spoon at 31 flavors. It's our first try and then we end up going home with a whole pint.

Brian: Always invite them to make a decision.

Lisa: That's great. It's just a simple thing to just make the invitation but it is the place that most of us fall short, we get cold feet unless we come to the place where we realize that it's really a disservice not to make that invitation if you really believe in what you do.

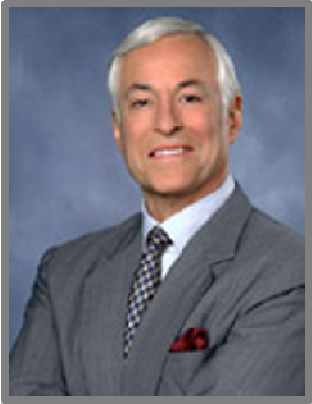
Brian: Yes and there's another technique which was used on my many years ago which I thought was very powerful and he said if you buy this from me I promise you personally, I will guarantee your satisfaction, I will see that you're happy. I promise you personally. And I liked that.

Lisa: Did you have confidence that that person really meant what they were saying?

Brian: Yes, you see I liked him because he was a nice guy. He offered to guarantee it personally He said my company stands behind what I do but I will personally guarantee that you'll be happy. I said okay, I'll take it. I became his customer for years.

Lisa: That's great, that's great. So Brian, last question and then I you know, I know people are going to want to find out how they can take things further with you so we'll make sure to do that before we finish up. But is there anything that stands out in your mind that doesn't work with women. Like you see this happening in other people's business and it just kind of makes you cringe or have a level of concern?

Brian: Yes, the greatest sin that you can take in dealing with a woman is either to treat her like she is like everybody else or take her for granted. And nothing that makes a woman madder than to be taken for granted than for the person talking to them just assume that they are customer for what they're selling or assume that the arguments



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

they're making are acceptable or just assume this person is going to buy. Taking people for granted rather than treating them as if they were special and unique in the whole world is one thing that never works and this doesn't happen if you care about the person you're talking to. And so if you, that's why I say you should first of all love your product and second of all love your customer and then put the two of them together.

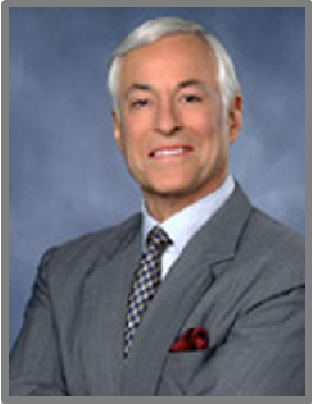
Lisa: I like that the antidote is to care.

Brian: Yes, the antidote is to care and never take them for granted; never say to just because there's more than one woman that you're selling to, that they're all the same because they're not. Women are very complex and unique and different creatures and no two of them are the same. I love that wonderful line on television recently. This man is talking to his girlfriend he said, I'm just trying to figure out what it is that a woman wants I just want you to be happy, what is it a woman wants? She said well she said all right, I will tell you that we don't tell this ever, we keep this to ourselves but I will tell you this one time, I'll tell you what a woman wants and he said please, please and he leans forward and she says, we have no idea. You mustn't tell anybody but we have no idea.

Lisa: Don't tell it's the game of life to figure out what we want both for us and for you.

Brian: Right.

Lisa: It keeps it all going, I love it. Brian I really appreciate everything you've shared. I mean I've taken such copious notes; I'm trying to figure out how to spell anecdote and the whole thing. And you know I have to say the points here that you have brought up today really are immediately useful in our businesses. We can all go out and make sure that if we're selling to women, we have testimonials from women on our pages. We can all start focusing instead of eradicating our doubts and fears for ourselves and for our clients, let's instead focus on, as Brian suggested, increasing our self-esteem. I know we can all start today with the number one thing that you can tell yourself to abolish those fears and doubts. I love it. I love myself unconditionally; I'll just start it out right here. I do I love myself unconditionally and it has served me well. And I am putting this together Brian in an action sheet so that anyone who wants to grab onto the series and you know is listening through for the next three days may have missed an interview or two, there's two different ways you're going to be able to access Brian's interview plus all of the wonderful interviews we had today and that we have coming tomorrow and the next day. You can listen for 24 hours after the interview



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

complimentary. So please make sure and take advantage that and if you want to have these in your success library forever you can go to selltowomen.com/joinus and during the course of the series for \$97 you can grab all of the transcripts, all of the audio downloads to put on your iPod and the action sheets of really my point of view of what some of the top points were kind of like your, what you do call those book that would summarize books, can't think of the name.

Brian: They're Cliff notes.

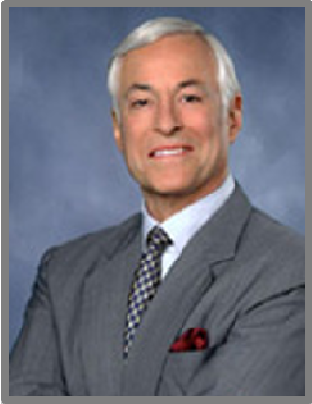
Lisa: Like the Cliff not, right, to be able to listen along. So that's one option for people and then for those of you that want to get more of Brian's work which I highly recommend that you take advantage of this special gift that was put together really for us. I want you to follow me over to selltowomen.com/briangift. Selltowomen.com/briangift. And I went and peeked over there today Brian and I saw that you've got free training there on discovering your talents.

Brian: Yes.

Lisa: Can you tell us a little bit more about what's waiting for people over there?

Brian: This is so important to everything we're talking about. You see each person, my friend Wayne Dyer said each child comes into the world with secret orders, each person is put on this earth with special talents and abilities that make them different than anybody else that have ever lived. And the great job of adult life is to find out what you are uniquely skilled or talented in doing what Dan calls, "your unique ability". And what we find is that there are, it's a system, we call it discovering your talents where you can actually determine what it is that you can do well, that you will do well, that you'll enjoy the most, that you'll be paid the most at. Because if you can find that, which is the great goal of human life, you can find out what you're naturally capable of becoming really good at and put your whole heart into it, you're going to enjoy more success, more satisfaction, more self-esteem, more-self-confidence. You're going to be happier about your work, you're going to be eager to go there, you're going to be reluctant to leave, you're going to be paid more and promoted faster and so this special report discovering your talents shows you how to improve every single part of your life by identifying exactly what it is that makes you special and unique and then focusing on becoming very good at it.

Lisa: I call it getting on your dime and I think that...



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

Brian: Yes.

Lisa: ...if anyone can show you your way there, I would trust Brian, I mean because he is a walking example of living his blessing and so I'm encouraging everyone again to go to selltowomen.com/briangift while this is available now and grab this free gift from Brian on discovering your talents. Now Brian I have two personal questions for you, so I hope people don't mind and I hope you don't mind but these are personal. Do you mind? Can you trust me on this?

Brian: Absolutely.

Lisa: Okay. The first one is from Ali Brown who was interviewed right before you. She said one of the things she loves about you is you always look sharp and you wear a red tie. So she charged me to ask you if right now, even though we're on the phone, if you dressed for our occasion in your sharp suit and your red tie?

Brian: Well interesting today I did not because I'm just working at home at my desk. But yesterday I was wearing a suit and a tie with a red tie at my desk here shooting my videos. Of course I had to shoot some other videos and that was why but...

Lisa: We're getting to know you and I think because we love. Okay I'll make sure to report back to Ali no red tie today but yesterday and tomorrow for sure.

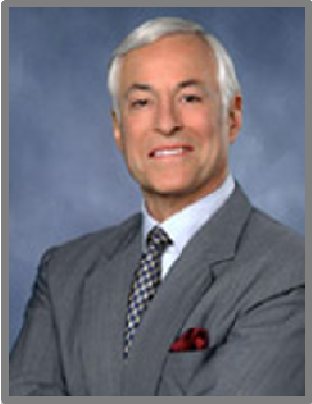
Brian: All right.

Lisa: And then the other one is way more important than that because you slipped it in early in the call and I thought what a beautiful note to end our day on. You said you had two twin daughters born in the last 30 days or I'm sorry two granddaughters born in the last 30 days.

Brian: Yes.

Lisa: And I have to ask did we have twins, did you have two different granddaughters?

Brian: Actually my daughter Christina had her third child who is her name is Scarlett, just about two or three weeks ago and my daughter-in-law Taya who's married



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

to my son Michael had her first child named Romyan, R-O-M-Y-A-N, about 30 days ago. So they both had daughters, they both had granddaughters within a month of each other.

Lisa: Wow. Well congratulations, that is beautiful news. Talk about expanding our force of powerful women. I just want to give you such a heartfelt congratulations on your new granddaughters and obviously now you have 2 daughters vying for grandma and grandpa's attention

Brian: And then my other granddaughter Julia is 5 and she's absolutely remarkable. I think little girls are just remarkable.

Lisa: No kidding. I've got a 5 year old here and she is definitely Ciara is the boss of our household. So next time we get together, maybe we'll have to invite the princesses to...

Brian: The princesses, yeah.

Lisa: ...come and do a show. All right Brian, well thank you so much for your time today again everybody and all of the gifts that you shared on the call. To get further gifts from Brian please go selltowomen.com/briangift. We've got "Discovering Your Talents" waiting there and also everyone we still have 2 full days with an amazing line up. We have Sandra Yancey, or e-WomenNetwork tomorrow, Jeff Walker who is the "King Of The Online Product Launch formula", Sherri McConnell of Smart Women and Pamela Bruner. It's an amazing lineup. Pamela's got a book coming out with Jack Canfield in a couple of weeks. And the next day, I mean Michael Gerber, David Bach, Lisa Nichols, Marcia Wieder. I'm in heaven these 3 days and I invite you to keep joining me. And if you have people that you know should be listening and they want to get on it now while they can listen free, please send your friends. You can still join in, we still got two full days. Just send them to selltowomen.com, they can get the immediate download of the powerful interview I did with Zappos' insight that thought all about how to add wow to your business and then join you for as much of the series as they can for the next two days. Even if they just make one call, it will be worth their time as you've learn today by listening to Brian. Again Brian, thank you so much and everyone listening please go out and use it well. Bye, bye.

Brian: Thank you Lisa, bye-bye.