



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

**Lisa Sasevich:** Hello everybody, and welcome back to, “How to Sell to Women.” This is Lisa Sasevich, known by many as “The Queen of Sales Conversion” and founder of The Invisible Close.

Wow, what an amazing morning we had with David Bach, followed by such an amazing last two days – everybody from Ali Brown to Brian Tracy, Sandra Yancey, Sheri McConnell, Vrinda Normand, Jeff Walker, Pamela Bruner – and we’ve got an amazing line up still ahead of us today. I’m just feeling so grateful for the generosity of all of our master teachers. I know that you are too.

Before I introduce our master teacher for this hour, I just want to remind everybody. We’re getting a lot of e-mails about how you can listen to the playback. We have – for 24 hours – we are leaving the playback up for you for our speakers from yesterday and also from David for today. Make sure that you are taking time to listen there.

We know that it’s hard to fit everybody in for 3 days. Also, that the information they’re providing is just life-altering and something that probably you’ll want to have in your success library for years to come. One of the places that’s just an amazing resource for all of this is to go to [selltowomen.com/joinus](http://selltowomen.com/joinus). Head over there right now and make sure you know all of the different things waiting for you there.

First of all, if you scroll down, you’ll see that each speaker is there. We’ve got – right in the little box where you can see their picture and a little bit about them – you’ll see a link for the master teachers that have already taught, that that is a place where you can download their free gift. Make sure to go in, because there are thousands of dollars of business and personal development tools waiting for you there absolutely free from each of our master teachers. That’s pretty amazing. Many have given audio downloads of their bestselling books that I can’t wait to devour personally.

[www.LisaSasevich.com](http://www.LisaSasevich.com) | [support@theinvisibleclose.com](mailto:support@theinvisibleclose.com) | 646-368-8210

*(c) 2014 Estimote Inc & How to Sell To Women. All rights reserved.*



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

Also there on that page, you're going to find that if you'd like to have "How to Sell to Women" as a permanent part of your success library, you can grab – we've put together just an amazing VIP upgrade package for you. That includes the full download of their teachings, so the entire interview. They are really digging in and really giving their secrets to both attracting and inspiring women clients to say yes. We've also, for each interview, you will get the transcript, so you can go back and highlight and take notes of the top teachings you want to implement right away.

You will get my personal action sheets for each speaker. What I've done is - as I'm listening – I'm taking down the key points and strategies. You know that one of the things I'm known for is being able to break things down into very simple steps, not only for my own work, but as I'm listening to these speakers, I'm able to hear the sales conversion process that they're outlining. Sometimes, even they themselves hadn't broken down, but it's there; it's golden. In my action sheets, we'll summarize for you kind of like the Cliff notes, the top points of each of our master teachers. This is just a fast and easy way to have everything you need at your fingertips for quick reference.

We've now included also a special report from my personal copywriting team – \$Ka-Ching!\$ Marketing with Michele PW – on how to make direct response marketing work for you, without the hype. Very consistent with everything we're doing here.

This special, to get our VIP upgrade pack, it's \$97 today, while we're in the series. After the series completes and our special closes, it will be \$197, so this is a chance to save \$100, to take all of this now. Everything's there.

Without further ado, I want to transition over to the main point of this call today. That is to introduce you to my very close girlfriend, an amazing master teacher, Marcia Wieder.



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

I want to tell you a little bit about her before I bring her on. She is the founder and CEO of Dream University. She is a women in business expert and an amazing author.

As the founder and CEO of Dream University, Marcia travels the world. In fact, I think today – we’ll find out in a minute – but I think she might be calling in from Hawaii. I’m jealous. She travels the world as an ambassador for making dreams real. She’s known for giving inspiring and moving talks to notable companies such as AT&T, The Gap, and American Express. So she’s doing this in the corporate world as well. In addition to being a charismatic speaker, she’s a renowned author of 14 books dedicated to achieving your dreams.

One thing that’s so impressive about Marcia is that she has appeared several times on Oprah and The Today Show. She shared her message of a passion-filled life now with millions of viewers. Equally exciting was a PBS feature that was done on national television as a special called, “Making Your Dreams Come True.” That is the namesake of her popular selling book, which also has been translated into numerous languages.

It’s with great honor that I introduce to you a friend, a mentor, and an amazing expert with such a huge heart and a huge vision... Marcia Wieder.

**Marcia Wieder:** Hi sweetie.

**Lisa:** Hi! How’s that for an intro? Did that work for you?

**Marcia:** You know what, I am in Hawaii. But if it’s any con... what’s the word I’m looking for...

**Lisa:** Consolation.



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

**Marcia:** It's gray, it's cloudy, it's rainy... I was getting ready to go whale-watching. I think I'm just going to go shopping instead.

**Lisa:** Well watch out, because one thing that always happens to me in Hawaii – it must be like being over there – but I'll see these cute muumuus or like flower things, and they look great in Hawaii. I'm, "Oh, I'm going to wear this."

**Marcia:** I know exactly what you are talking about.

**Lisa:** (laughs) Then you get home and you're like, "What have I done?"

**Marcia:** I know. I walked around yesterday and I thought, "Okay. It's one thing to buy over-the-knee thigh high boots when you're in (inaudible); it's another thing to buy a muumuu when you're in Hawaii. (laughs)

**Lisa:** Let's stick with the thigh high boots, shall we? (laughs)

**Marcia:** Oh my gosh. Well hi everybody. I'm so thrilled to be here. I love you madly Lisa. I think what you've put together here is just so brilliant and so needed. David Bach is a dear, dear friend of mine. So are many of the fabulous people that you've had on. I just encourage everybody, own the series because you're going to want to listen to this again and again.

**Lisa:** We just had David on. He actually told us and everybody to tell you hello. He just rocked my world with some of the statistics that he shared. I know you know what... what I love about today - and really this whole series – is all of you are such an example of someone who's living their passion and letting it guide you.



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

I know you and I just got to spend some mastermind time together last week at Event Profit Secrets. I just love how you are letting your dream pull you forward to make so many other people's dreams come true. We're definitely going to get into that.

First, since you are known by so many already, but I know there's some people on this call that want to learn more about you. I want to start out by asking you, what is it, what, when, how did it come about that you started dedicating yourself to making dreams come true?

I know, because we have over 12,000 men and women at this point that are listening in, that have decided, they either are or want to, be focusing on the woman client. I know that obviously in that subject, you attract so many women. But how did it all start?

**Marcia:** I think it's important to those that don't know me and my work, is to define what I mean by dream.

**Lisa:** Great.

**Marcia:** A dream in my world is something that you want. Different than a fantasy, like winning the lottery. Lisa, are you still there?

**Lisa:** Yes I'm here.

**Marcia:** Oh the phone just did something funny. I want to apologize. Different than winning the lottery.

We're all about getting clear about what it is that you want and taking action to make it happen. I have been teaching people how to make their dreams come true, literally for close to 30 years.



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

I can go back to the year I was born, I can go back to things that happened in my childhood growing up that really put me on the path to do this... but probably the real turning point - kind of the a ha moment for me – was, I was living in Washington D.C. I was president of NAWBO, the National Association of Women Business Owners. In D.C., I was in the White House a lot. I was successful by many people's standards, but unsatisfied and unfulfilled by my own.

Practicing what I preach, I went on what I call a passion quest, where I took a period of time, basically put my antenna up, and went looking for, what did I care about? What did matter to me? Asking a confronting question, like how do I want my life to be? Which is confronting, because if you practice living with integrity, the next question has to be, and what are you willing to do about it?

I went on this passion quest, and I heard a radio commercial for the Make-A-Wish Foundation. Something in my whole body just responded. I found myself that evening sitting around a round table with 5 other people, kind of an exposed light bulb hanging down. It was Make-A-Wish. It was nonprofit land. Yet, the work that these people were doing was incredibly priceless.

We talked about how we were going to raise money to get a kid a trip to Disneyland and another child a puppy dog. By the way, both children lived. There is a misperception around Make-A-Wish is that most of the children don't. The truth of it is, most of them do live. We believe the granting of the wish does actually help them take another breath if you will, and have more reason for living. But anyway...

**Lisa:** I have chills right now. I just need to report in here that I have chills.

**Marcia:** Yeah. It's so beautiful. I went up to my car – gosh I remember it like it was yesterday – I went to put the key into the ignition, my little 280Z, and I started to sob. I mean deep, like blubbering sobbing. I realized that not only have I been so touched and impacted by Make-A-Wish, but I was being shown what my life's work was about.



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

I never imagined that the next literally 30 years of my life would be about helping people make their dreams come true. My favorite Marcia quote is, “There’s the dream you have for your life, and then there’s the dream that life has for you.”

I think especially when we’re talking to women, but anybody who’s really waking up to what is my purpose, my mission, my calling, why am I here, what is my life in service to... would probably agree that it is nothing short of a miracle and a marvelous moment when those two things line up, where what life wants for me and what I want from life become one and the same. Everything clicks into place, and life really does change.

**Lisa:** Oh, I can just always, when we talk about this, feel back to the painful gap of the time when I wasn’t clear on what my gift was, what my million-dollar value was. We all go in and out of those times in our life, what I’ll refer to as on your dime, and sometimes we’re just not feeling like it’s in our sights. I love the way you say that, that there’s the dream you have for your life, and then there’s the dream life has for you. Then when those line up, it is nirvana.

**Marcia:** Uh hm. It really, really is. I love that you, in one sentence, you talk about being on your dime, and your million-dollar value. (laughs)

**Lisa:** (laughs) I mean, we’re so aligned with this obsession of ours, right?

**Marcia:** You and I both have that marketing gene. We kind of listen for, “Oh, that would be a great book title,” or, “Oh, there’s a workshop,” or, “There’s a soundbite.”

**Lisa:** Definitely. I want to pull some of that out today, and kind of have not just the usual interview that you and I have become so good at doing, and really dive in. Because we’ve attracted a lot of people to listen to how is it that yourself, our other master teachers, myself, have made millions serving women. I want to dive in with a few of those questions. I also want



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

to dive in, do a little bit more about some of your dreams right now and what you're up to. We're going to cover it all.

Marcia, you've attracted tens of thousands – actually, hundreds of thousands – of people to the place where your dream for your life and the dream life has for you intersect. What are some of the ways that you have attracted women specifically?

**Marcia:** I'm having this really funny moment. Because of the topic, I feel like I can really speak about it.

One of the things that attracts us, and certainly we buy from people who are authentic. A lot of these words get bounced around a lot, but one of the reasons that I can still tell a story, like I just told you about Make-A-Wish, that I probably told many times, is because each time, I put myself back into the experience. Because of that, I never tell the same story twice. I'm just feeling it right in this moment, that the practice that I have to avoid, to take a breath to breathe in and then exhale. I always talk about how important it is to really exhale and make space and empty, which allows a greater receptivity.

By the way, these may sound like esoteric concepts, but they totally translate...

**Lisa:** Oh, they're so real.

**Marcia:** They're very real. And so in this moment, my practice is not to reach for my automatic response. So I'm responding to in this moment in a way I've never responded to anyone before. It's amazing. I'm kind of outing myself. It's not like I thought about talking about this. It's just really true. What I can tell you over and over and over again, is when it comes to being a woman who buys or attracting women who buy and want to do business with me, what I hear over and over again, is the word authenticity.



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

I think if we were to break it down, it's about really being present, being willing to care about something. Here's the hard part. Be willing to feel how much you care about it, and still being able to talk at the same time. (laughs) Feel into how much I care that our listeners today really, really find today the clarity, the courage, the confidence, to authentically be you. I call it being in integrity with your soul. I don't know anything that's more engaging than that.

One of the things that I've done, I've kind of stumbled about it. It's something that a lot of us do, but I've been told... and I actually acknowledge that I do it very, very well, and that is... videos. I talked about it at your event this last week. I use my little Kodak, I think it's called ZIA camera or something like that, it's my little remote button. If somebody scripts something for me, I can't even read it. I don't read off of the teleprompter. I close my eyes. I take a couple of deep breaths. I think about what is the intended outcome for my message. Then I take another breath. I connect my own heart. How much do I really care that people really get this? Then I just relax. I hit the go button. And I speak from my heart.

And putting videos up on our blog... let's see, where can people see them? If they go to [milliondreamscampaign.com](http://milliondreamscampaign.com) and click on blog, you'll see a couple of videos. There was one where I just talked about losing 10 pounds or... they're just unscripted. They're unplugged. They're conversational. They're meaty. They're pixie. They're short, because we're busy.

**Lisa:** You're describing yourself here. (laughs)

**Marcia:** (laughs) Short, pixie.

**Lisa:** (laughs)

**Marcia:** So there's something about the energy. I'm a cheerleader type. Little and... big person in a small package. I have a lot of cheerleader energy. But even if you are more Audrey Hepburn, which I would describe you, Lisa, a little bit.



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

**Lisa:** Really?

**Marcia:** Yeah, you're more Audrey Hepburn.

**Lisa:** I love that.

**Marcia:** Deep, resonant, bright... by the way, a deeper, more resonant voice makes us more trustworthy. I used to be squeaky. I used to have a New York accent, be kind of squeaky. And this is what my voice sounded like. (laughs)

**Lisa:** You know what, Marcia? This is actually really... I want to highlight, ring the bell here, because this might sound like you and I chitchat, but I've got to say, when I lead teleseminar after teleseminar. I can feel it when my voice is up on the ceiling. You saying it presences me to come down to this place, which is actually where it feels very good, I feel more connected inside. I do hear from people that they could listen to it all night long. It's soothing. It gets in. I think that's a key point when we look at how to sell to women, because it is about building trust, right?

**Marcia:** I want to... (crosstalk) Yes. Because especially as women, we do this. We all have this. We do this with people we like and trust. Being trustworthy, for me, is one of my top, top values. I only do business with people who keep their agreement. I value myself as somebody who keeps my agreement.

These kinds of skills that we're talking about again, they can seem soft. They can seem intangible. But they really do translate to how are you when you show up in relationships. Whether you're just talking into a camera, and lately I've been doing these one-hour webcasts, where I'm the only one... there's a thousand people out in Never Never Land, and I'm talking into the camera. I have to joke, my nose always itches when I'm doing those things.



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

**Lisa:** Mine runs.

**Marcia:** (laughs) So I just make a joke out of it. But here's the thing that I wanted to say about the blog part. You can also see it on our... if you want to see a crazy response, go to [dreamuniversity.com](http://dreamuniversity.com), our main site, and look at the blog. I will put up a message. We will see 900 responses to a blog... 900 responses.

A couple of things happened. One is, I'm developing that rapport that we're talking about. Secondly, I'm asking a question that people are answering. Third is I'm actually reading.

I tell them. I make them a promise. If you post, I will read your post. I read all 900 of them. Okay, some of the long ones I skim. But I really read them. What that does is I now know who my customers are even more so. I know what they're thinking. We're having a real relationship. When it comes to doing business with women, I'm sure many have said this on the series before me... nothing is more important than relationship.

**Lisa:** Absolutely. It's been amazing. We've heard it... you are really outlining it like no one else did about how you take that authenticity and you translate it through your voice and into your breathing and on video and developing a rapport and being in communication. We got to hear from Jeff, about how Jeff Walker uses a video series to build a relationship. Brian Tracy and David Bach, they use the fact that they really truly do honor and respect women, and that draws women to them. I love your piece here, because you attract hundreds of thousands of women, so people should be really on the edge of their seats with this. I know I'm taking copious notes for our action sheet, for sure.

**Marcia:** Fabulous.



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

**Lisa:** Let's talk about that moment, Marcia. You are brilliant here. I have to tell you, there are very few women that I would say this to... you are masterful. The moment of transformation, the moment that a person says yes and specifically the moment a woman client or potential client decides to say yes to herself.

I've seen you speak and have just tons of people in the room, blowing out any kind of an average statistic of people jump up and say yes to themselves in your workshops and people who have never met you, in new situations.

I want to dive into your secret sauce a little bit here, on what you have found is effective in inspiring women to say yes to themselves.

**Marcia:** It absolutely starts with what we said in terms of authenticity. I sort of joke, I often will map out in front of the room what we know as the corkscrew approach, right? Most of our colleagues, and it's incredibly effective. It works really well. They lower the price and increase the value. I found myself at events where I just pop. I call it the corkscrew method because it gets you to pop out of your seat and run to the back of the room to buy something. Often, I'll show people that this is the way that most of our colleagues and peers (inaudible), and it's very, very effective. It works really well.

Yet, I think there are other ways. You do it so masterfully with The Invisible Close. I was watching you at your Event Profit Secrets. I wasn't even feeling... there was never a moment I felt like you were selling me anything. That was extraordinary to me. I'm a little more blatant with my feeding. I say things like, "A deeper, more resonant voice is more trustworthy. Where you can learn that from us is through our Virtual Inspiring Speaker program."

**Lisa:** Yeah.



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

**Marcia:** But I'm more blatant than you. You're much more subtle. What I do very well is I teach the four-step process called enrollment. A lot of us have the word enrollment associated with, in the '80s and '90s, when we did personal growth and development courses, and they would have a guest evening, and enroll your friend in taking a workshop. Where we got the word enrollment, a lot from college courses. Go enroll in your courses.

**Lisa:** Right.

**Marcia:** But enrollment for me... I will go this far. In order to master manifestation, you must master the skill of enrollment. You must, in order to master the manifestation, you must master the skill of enrollment. And enrollment is different from selling, is when you sell your vision, your products, your services, your ideas, your opportunities... in a way that inspires people to join you, to hire you, maybe even to invest in you.

By the way, the obstacle called, "I don't have enough money," can sometimes disappear when you are truly being inspiring. Now how do we inspire? We inspire through our presence, our energy, our stature, our voice. Everything has to be in line.

We talk about integrity a lot, is keeping our agreements with others, keeping our agreements with ourselves, keeping our agreements with God at a soul level. But integrity is also when the inner you is aligned with the outer you. And people can see it, they can sense it, they can feel it. I actually think when people use the word authentic, that's what they're actually talking about. You are congruent.

So, the four-step enrollment process that I teach. Number one, establish rapport. Without the likability factor, you aren't going to step number two. (laughs)

**Lisa:** Right.



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

**Marcia:** If people don't like you and trust you, they're not going to hear you. They're not going to get you. Rapport, I'll tell you a funny story in a moment about rapport-building.

Number two, you build value. The way to build value is really only one way. That is to ask questions, for you to really know who your audience is. What's in it for them? It's hard to really inspire people with your offer if you're not clear about what it is that they need and want, and why it's valuable for them.

Step number three, overcome objections. The way you overcome objections is you do more of one and two. You establish more rapport, you build more value. The obstacle or objection called, "it's too expensive," disappears when you're delivering more value than you're charging for.

Finally, step number four. You secure an agreement. What next step are you going to give? What are you going to take? What's the commitment for taking this together? Here's an example. I'm giving a talk at the Golden Door Spa. I figured, "Oh, I might as well go visit the machines. I'm here." I put on my shorts.

**Lisa:** The slot machines, everyone. I'm just kidding.

**Marcia:** "Oh God, I'm going to visit the high machines." Now, those of you who haven't met me may not know, I'm quite a petite woman. I'm just 5 feet tall. So when I get on the treadmill, we're talking about a pretty long miracle mile. So I'm doing my 30-minute mile or whatever it is. Mostly, I'm reading a magazine. I'm not very committed. And in walks this woman whose legs are the length of my entire body.

**Lisa:** In Vegas, they're all over the place, right?



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

**Marcia:** (laughs) She wasn't a showgirl, but it was very close. So she gets in the treadmill next to me and proceeds to do something that I consider rather obscene. She started to sprint. She was sprinting on a treadmill.

Lisa, I did the only self-respecting thing I knew to do. I turned the machine off and I got off of it, and I started cheering her on. (laughs) "You go girl!" She was laughing. I'm laughing. Guess what? Instant rapport. She ran for a while. She stopped. Got a towel. I said, "Who are you? Where did you learn to run like that?" She said, "I'm Marty Evans. I'm a retired Rear Admiral with the US Navy." I said, "Oh. What do you do now?"

By the way, being curious and asking good questions is something that we as women do very, very well, and is a critical, wonderful sales technique to being able to build value. So I said, "What do you do now?" She said, "I'm the national investigative director for the Girl Scouts."

Sometimes, you have a moment in life where there's an opportunity to share your dream and, I had one of those lingering dreams. Maybe someday – that's how they start – I would start an inner city dream camp for teenage girls, where not only would they learn about ropes courses, but they would learn how to stand up for their dreams.

So I said to her... one of the things that I know is that when you are enrolling people, you need to make specific requests and make it easy for people to say yes. If they say no, have the guts to ask them why. People say no primarily for two reasons. You're either asking for too much or they're not clear about what you're asking them for.

**Lisa:** That's just... you have to go back, because this is too good. (crosstalk)

**Marcia:** Can I just finish the story and then go back?

**Lisa:** Yes.



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

**Marcia:** Okay. Because I'm just like, right at the finish line. (laughs)

**Lisa:** Sorry, sorry. Okay.

**Marcia:** And then I will go back and we'll break it all down.

**Lisa:** Okay.

**Marcia:** I wasn't thinking that way. Thanks for stopping me. So I said to her, "Marty, would you be willing to explore having me do some work with the Girl Scouts?" I made it really easy for her to say yes. "Would you be willing to explore," is the secret sauce, magic phrase. We'll go back to this.

Well now I can be found several times a year, sleeping in the tent, working with 14- to 16-year-old girls, teaching them to stand up for themselves. So when they say, "My dream is to be a veterinarian," and their brother says, "Isn't that a stupid dream?" they get to say, "I don't care what you think, it's what's important to me." Or what they call the California blow-off, which is, "Thank you for sharing." (laughs)

**Lisa:** Or better yet, "Let's do lunch."

**Marcia:** Let's do lunch. And the last little bit of the story - because this is about making money as well - is I went back to the person who hired me. I said, "Would you open to me finding, would you be willing to explore, having me find a sponsor to underwrite me sleeping in a tent?" For 5 years in a row, I was paid 5 figures by Citizens Bank.

So, let's go back and Lisa, anywhere you want to take us. Let's look at it. I wanted to add that last little bit, because a lot of us put off our dreams, thinking we can't afford to do them or there's



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

no money in that, and yet when you really open up to being a visionary and a big dreamer, you open up to many more options.

**Lisa:** Oh Marcia. You gave me number one, more chills in the last 30 minutes than I can remember having all month. You're so inspiring. The lessons that you just packed into your story, there's so many I can't even type that fast.

**Marcia:** (laughs)

**Lisa:** I want to pull out just a few key points, because you gave so much magic there. You said, when you're enrolling people, you make specific requests, and then when they say no, ask them why. That was the two points that you gave there?

**Marcia:** Yeah. People will say no for two reasons.

**Lisa:** What are the reasons?

**Marcia:** You're asking for too much.

**Lisa:** Okay.

**Marcia:** It's too big of a request.

**Lisa:** Yeah.

**Marcia:** So you can break it down into a smaller... see, if you say, "Why are you saying no?" They say, "Well, I'm too busy to make eight phone calls for you." You could say, "Would you be willing to make two?" You re-negotiate.



**Lisa:**



I got you.

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

**Marcia:** The second reason people say no is - which is really important especially for us as women selling to women - we often don't make a very clear request. They don't know what we mean. As women, we often get inside the vision. We get all passionate and excited, which is great. But then we forget to also be clear and specific. If somebody says, "I don't know what the heck..." Normally, people aren't going to go, "I don't know what the heck you're talking about." They just won't return your phone call.

**Lisa:** Right. Isn't it so true that we know exactly what we're talking about, especially when we're passionate? But it can leave people around us confused if we haven't looked at it from their receiving perspective.

**Marcia:** Exactly.

**Lisa:** I love that idea about, if you can understand why people say no... that's so life-altering. You're so good at this. You get everything you want. You are a master manifestor. It's because you're wonderful at enrollment and understanding that if you're asking for too much, just break it down. They can still...

**Marcia:** It all comes back to relationships. Also, how you ask them to help is very important. What we just talked about, you make specific requests and make it easy for people to say yes. Make it really simple.

Somebody called me up yesterday and they asked me to participate in a web series. We do a lot of these. It really has to be a good fit. She made it such a no-brainer. It's a group called Women Speakers Association. She said, "Here's what it is. Here's what it will require. We already found this video on your website. We can use this. We'll be asking for this in return. Will either one of these dates work for you?" I'm like, "Yeah." She's like, "Yeah?" I said, "Yeah, you



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

made it so easy for me to say yes.” And she said, “You’re the first person I’ve asked.” I said, “Go trade off of my good name and go ask some other fabulous women.” (chuckles)

**Lisa:** I love it. I love it. You gave her a hand, that’s for sure. I love that.

**Marcia:** Yeah. The other piece I want to add, if I may Lisa, is that if we think of ourselves as a visionary... a visionary has a vision or a big dream. A visionary articulates that dream or vision with clarity, so people get it. Expresses it with passion, so people are excited about it. You’re excited, I’m excited about it. Most importantly, a true visionary inspires, invites, and enrolls other people to join them. We don’t try to do it ourselves.

**Lisa:** I love that. I’m writing it down. (chuckles)

**Marcia:** By the way, in our work at Dream University, not all dreams need to be Mother Teresa, change the world dreams. No dream is too big, and no dream is too small. The question is what’s important to you, and what you’re going to do to make it happen. For most of us, especially women, the first thing we need to do is quit something. (chuckles)

**Lisa:** Right, you have to make space.

**Marcia:** Make space. Say no more to the things that you’re complaining about, that are sucking the life out of you, that are out of integrity with your soul. As you say no more to what’s no longer true, you have more space to say, “Now what?” to what’s really important to you.

**Lisa:** You brought up a good point that nobody has talked about. I haven’t really thought about it until you said it. I think part of selling to women is acknowledging to yourself before you even start in, how multidimensional and multitasking and multi everything we are, that a lot of times, decisions to say yes to ourselves is based on needing to say no to something else, right? Because there’s just not enough room. I think having the consciousness of what you



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

just brought up, would really help all of us be more effective, knowing that this is going to have to get inserted somewhere, right? Into their life.

**Marcia:** Right.

**Lisa:** They have to figure that out. You can certainly be of assistance there. I know a lot of, where you and I help people in business, is helping them figure out what not to be doing. Right?

**Marcia:** Exactly.

**Lisa:** So that they can be focused here on their dream, on having their dreams and the reality start lining up.

**Marcia:** How about this as a practice? If I came to Lisa and I said, I presented something, you were excited about it, I was excited about it. But you started to look in your heart and were like, "Ugh, it's just going to be too much work." Maybe you said to me, "Marcia, I'm sorry. I can't." I said, "Lisa, would you mind telling me why?" You might say I'm somebody who really values feedback. "Would you mind sharing with me why you're saying no?" You say, "I'm just too busy." I say this to you, "Lisa, how can I make this easier for you?"

**Lisa:** Hm.

**Marcia:** Look, you purred. You actually purred. (laughs)

**Lisa:** I did!

**Marcia:** I know!



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

**Lisa:** You're right!

**Marcia:** And guess what? You're going to do the closing for me. You're going to say, "Wow. If you did this or this, that would really help." I would look at you and I'd say, "I care so much about you. Of course I'd be willing to do that." Guess what? I'm building more rapport, establishing more rapport, building more value. I don't promise something that you're not going to do, but instead of me trying to guess what it is that you need. If I just say, "Tell me how I could make this easier for you." You might say, "Well, if you just go to my site, you could find a video that's already done. That would make it easier." "Oh, I'd be happy to do that for you. Would that then make it a yes?" (laughs)

**Lisa:** Wow.

**Marcia:** Is that all you need?

**Lisa:** Okay, I've got two new sentences in my vocabulary. How can I make this easy for you? Let's see, where's the one from just a minute ago... would you be willing to explore? Powerful.

**Marcia:** That's my secret sauce phrase. I've now gone public. I'm out of the closet with this.

**Lisa:** Powerful.

**Marcia:** Would you be willing to explore? What an easy thing for people to say yes to. And you know what? If they say no to that, I let it go. "It's okay. Thank you. Thank you for being honest and not wasting either of our time."

**Lisa:** Actually.



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

**Marcia:** Because if you're not at least willing to be exploring it with me, let me talk to somebody who is.

**Lisa:** These are questions that are really the right questions to have in the bag for somebody super committed to their dream, their vision, their mission, right? You want to be able to know how to engage and enroll people. This is magic. You are definitely going into your magic bag of tricks here.

Now, I have a really important question for you.

**Marcia:** Okay.

**Lisa:** Marcia, what is one of your biggest dreams, my friend?

**Marcia:** Oh my gosh. One of my biggest dreams – because I have dreams in so many different sizes these days – my biggest dream right now, the big dream that I'm focused on, is called [milliondreamscampaign.com](http://milliondreamscampaign.com), where I'm committed... see, it's in service to a mission. My mission, literally is to change how we think about and speak about our dream. So instead of it being, "Maybe someday, after I retire or when the kids leave home or when I have extra time or money," which is not something that I know anybody that has extra these days, especially time. My mission is to change how we think about that. Instead, you'll take a stand for what you want, what's important for you, and take action to make that happen. So in service to that calling, I'm committed to helping a million dreams come true by the end of next year.

I have to tell you, it's such a big dream, that it put me back in the trenches, back in beginner mind around my work. Because even though I've been, 30 years and 14 books and my life's work has been about teaching how to make dreams come true, there really is something



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

profound about making up a dream that you don't know how to accomplish, that maybe you don't even or I don't even necessarily believe is possible.

There's no certainty. There certainly no promises, guarantees or assurances, but it's something that I'm so alive in, and putting that out to the world has brought up my... well first of all, I start with the good stuff. My courage, my excitement... I feel more alive and energized than I have in many, many years around my work. But I also feel insecure, inadequacy, uncertainty. But I get to practice what it is that I teach. That is when I feel my uncertainty or insecurity.

I remember that that's my big teacher. That's what got me in the path of my work anyway. In that moment, I choose to demonstrate that I'm more committed to my dream, than to any doubts or reality that might be trying to bring me down. I commit to taking an action. That to me is where I break through.

**Lisa:** Wow.

**Marcia:** That's like, "Oh, what was I thinking? A million? Was I out of my mind?" But if a million dreams came true, most people would change their consciousness, that the world could actually shift, and that's the game that I'm going for. So go to [milliondreamscampaign.com](http://milliondreamscampaign.com) and please register up to 10 dreams, personal or professional, short-term or long-term. There's no cost. We're not putting anybody into any kind of a marketing sequence or a funnel.

Let me just add, that's another thing that's very frightening about this. You and I have talked about this, Lisa. When you sign up at Dream University for our free e-books, we do, you're opting in, everybody knows that's what we're doing, we sell you online courses and coaching and all kinds of things to help you achieve your dreams.



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

My dream is the [milliondreamscampaign.com](http://milliondreamscampaign.com) will actually be like a Facebook for dreamers. That it's a place where you can come and share your dream and there'll be an accountability tool built in.

It's even part of my dream that ultimately, we'll be able to help finance dreams and have a philanthropic angel fund network there, because we do have a 501(c)(3) associated with it. But it's not designed to... it's not a place where we sell stuff.

It's very, very interesting because right now, my company Dream University is the sole sponsor. Now, I'm hoping that that will change. It's my intention and I'm certainly out there having enrollment conversations to enroll sponsors to support us in doing our really good work. But it really has been challenging, because Dream University is financing a million dreams. A million dreams really isn't designed to be monetized in a (inaudible).

It's interesting. It's exciting. I'm kind of shaky talking about it. I'm revealing more about it here than I have in any other interview, because I think it's valuable for us as either women who are buying or women who are being sold to, I think it's important – I think I said that right – to open up our mindset.

Not everything works in a linear fashion. It's not only that A, I call it to miss a prerequisite. You don't always have to do A before you do B. Sometimes, there's an X and a Q that needs to be thrown in there. I think that when people are selling to us, it's really useful to remember. We are not linear thinkers. We are very, very creative.

We love to open up to greater opportunities and possibilities. If you're listening and you have access to a sponsor, please e-mail me through the... (crosstalk)

**Lisa:** I would tell them about, oh, through the Million Dreams Campaign website. Oh, okay.



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

**Marcia:** As soon as you register a dream, you'll get an invitation to be my friend. Because one of the things that I wanted to do in a Million Dreams Campaign was to put myself on as many dream teams as I can.

So whether you have a dream... for some of you, you might go and say, "My dream is to have a new dream." Some of you, you might have 10 dreams... personal, professional, relationships, health, financial, spiritual, community... the whole ball of wax. Some of you might have dreams that you've been keeping such a good secret that you've never gone public with.

As soon as you register a dream, and then we invite you to register wow, within one week, an action step that you'll take on that dream to get the ball rolling.

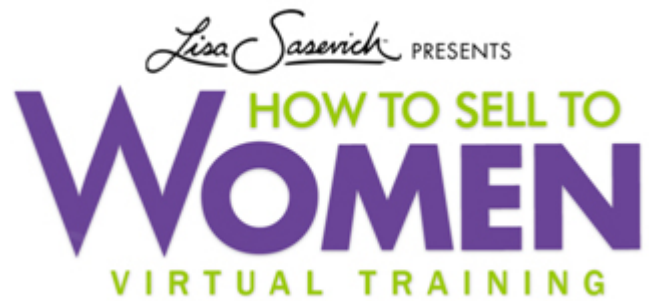
By the way, the most important enrollment conversation on the planet to have, is, "I'm here to enroll you in believing in yourself."

**Lisa:** Yes.

**Marcia:** To enroll you in believing in your dreams. To know that your dreams matter. To know that regardless of what's going on in the world or in this economy, it's never been a better or more important time for you to get your dreams out of your head and to go public with them. Then they have a chance of actually happening.

**Lisa:** I love that you're doing that here. I don't know, as the words came out of your mouth, I was over here, actually having some knowing that there's probably somebody listening here who's looking at [milliondreamscampaign.com](http://milliondreamscampaign.com) and thinking, "This is something I want to get behind." Whether it's registering their dream or sponsoring the site.

Awesome. I'm looking forward to hearing what comes out of our time together.



**Marcia:** Yeah. Let me put in a very specific request. If you're interested in contacting me directly, through a Million Dreams Campaign is one way. Or if you want to talk about sponsorship, you can e-mail [marcia@dreamuniversity.com](mailto:marcia@dreamuniversity.com).

**Lisa:** Perfect.

**Marcia:** Marcia, Marcia, Marcia. (chuckles)

**Lisa:** Now, let's just back over actually, because I know that you and I talked. We talked about what do we put in place for people to be able to get more from you through Dream University. I want to direct everybody now to a special gift that Marcia crafted up for you. We put our heads together. You can find it... I'll tell them where to find it, and you can tell them what's there, Marcia.

**Marcia:** Sure.

**Lisa:** You can find it at [www.selltowomen.com/marciagift](http://www.selltowomen.com/marciagift). M-A-R-C-I-A gift. So it's [selltowomen.com/marciagift](http://selltowomen.com/marciagift). When you get there, you're going to see Marcia's beautiful smile. You're going to see a picture of three very powerful books.

**Marcia:** I love these e-books. You know how in school we learned the ABCs? At Dream University, we teach the CBA. These three books, one book per letter, are designed to C - help you get clear about what you do and don't want. B - believe in yourself and your dreams, which is a choice. And A - take action. Demonstrate that you're serious about your dreams by taking action.

These are beautiful e-books. They'll arrive instantly. You can start doing your good work in getting your dream out of your head and sharing it with the world. We get clear by writing it



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

down, talking about it, and being able to articulate your dreams distinctly, will help in the enrollment process, because people will get quickly what it is that you're talking about and will see how they can easily help you accomplish your dream.

B – your attitudes and beliefs. Most of us know, our beliefs are never neutral. We're pretty aware they either hold us back or move us forward. But a lot of us have forgotten, you can choose what you believe. One belief will move you forward, one will hold you back. Choose to believe in your dreams because they matter to you.

Then prove you believe by A – taking action.

So these three books are designed to support you immediately in getting into action on any dream that matters to you personally or professionally.

**Lisa:** Awesome. This is so generous, Marcia. I really encourage everybody, what Marcia's got this gift here for you, to go to [selltowomen.com/marciagift](http://selltowomen.com/marciagift).

After today - or actually starting today, for the next 24 hours - Marcia, you packed so much into our time together, that I know people are going to want to re-listen. Or if you're driving or something, you didn't get to write that down. You can always go over to [selltowomen.com/joinus](http://selltowomen.com/joinus).

Just remember that, [selltowomen.com/joinus](http://selltowomen.com/joinus). There, you'll see Marcia's picture. You can find the direct link to get her wonderful gifts that these very powerful e-books, to help you get clear and help you get into action, as well as the gifts from all of our master teachers that they have offered so far. That's also the same place where, if Marcia pushed you over the edge and you know now that you want to keep our VIP upgrade pack and have all of the speakers' downloads, transcripts, and my personal action sheets in your success library, you'll be able to get that there now, really our early bird, sort of like at event special, for \$97.



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

Marcia, I want to thank you for being a friend to me, a personal mentor in helping me have my reality. Really, you helped me at a point where I needed my dreams to catch up with my reality. (laughs) My reality has exceeded my dreams so far and really, it was in your space and in working with you that I got to that place. I was able to open the channel to start feeling and dreaming again. I'm forever grateful to you for that.

I really just want to inspire everybody to get up underneath Marcia's dream and register your dreams also at [milliondreamscampaign.com](http://milliondreamscampaign.com). Let's help this amazing woman who has helped so many fulfill their dreams, to fulfill her dreams, and just keep that spiral going up.

**Marcia:** Lisa, I want to tell you that you (inaudible), because in the beautiful, heartfelt acknowledgment that you just gave to me, all the hairs are standing up on my arm. When I was growing up, we called it goose bumps. But here in Hawaii, they call it chicken skin. (laughs)

**Lisa:** (laughs)

**Marcia:** So you gave me chicken skin. I want to thank you for being such a beautiful feminine essence. Years ago when I was – I know we have to wrap up, so I'll be very quick...

**Lisa:** Oh, no, you're acknowledging me, you can keep going. (laughs)

**Marcia:** Years ago, when I was president of NAWBO, the women that I was on the board with had men's names. Bobby, Tommy, Joey. Honest to God, I'm not kidding. They all had men's names. That was a time when our role model for being powerful women was about being masculine. That's just not true anymore.

I think the greatest gift that we can give to ourselves, to other women, and to the world, is to really stay connected to our beautiful feminine essence. There's nothing more powerful than



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

that. I think you modeled that. When you came out on stage with those diamond-studded shoes on the other day, I thought to myself, “I’m going shoe shopping.” I was inspired by your courage of standing in your power, but doing it with such beauty and grace.

**Lisa:** Oh, Marcia. That’s the best compliment you can give me. I have to tell you, one thing I know from teaching women to understand and appreciate men for so many years, is that the men listening really appreciate what you’re saying too. They want us to be feminine and powerful at the same time.

Thank you for modeling that with me. Thank you for giving us so many gifts today, both on this interview and also gifts to come at [selltowomen.com/marciagift](http://selltowomen.com/marciagift). I look forward to seeing you personally on our next girlfriend adventure.

I just want to thank everybody for bringing yourself to this call today, because it shows your commitment to helping women get out there and really live the life they love, live their dreams. Bye bye everybody.

**Marcia:** Bye bye.

**Lisa:** We’ll see you in about an hour and ten minutes for Lisa Nichols.

**Marcia:** Bye bye everybody. Much love.

**Lisa:** Bye.