



Lisa Sasevich PRESENTS
**HOW TO SELL TO
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VIRTUAL TRAINING

Lisa Sasevich Interviews Sandra Yancey

Lisa Sasevich: Hello everyone. Welcome to how to sell to women. This is our live virtual three-day training, and this is Lisa Sasevich. I'm so excited to be your host today. I'm known by many as the queen of sales conversion, founder of the invisible close, and most important, my role here is to highlight incredible men and women who have made millions serving women. First, I just want to congratulate you on doing whatever it took for you to be on this call. In my mind that really symbolizes your commitment to yourself, and it's showing your investment in making sure that you serve those people that you were put on this planet to serve at the highest level.

Now, I want you to know that you are definitely in the right place today, if you want to learn how to attract, inspire, and influence women buyers into your business. The masters that I have chosen to interview on these series have each made millions simply by knowing how to honor and serve women at the highest level. Each are going to bring your gifts to you on their individual interviews. You will want to stay tuned because at the end of each interview they will also have gifts, aside from their knowledge, gifts that can help you going forward in your business. Today it's with my greatest, greatest honor that I introduce to you my friend, a mentor, a colleague for me, Sandra Yancey. Hello Sandra.

Sandra Yancey: Hi Lisa.

Lisa Sasevich: [Laughs] Hi. I want to tell everybody a little bit about you because I mean just from the moment I met you – well, your reputation preceded you. I was in awe. And then meeting you, I've become even more in awe. [Laughs] So let me introduce you, everybody, to Sandra Yancey. Sandra is the founder and CEO of eWomenNetwork, the premiere women's business network in North America. What's amazing is that her organization has 118 chapters, and get this, they produce over 2,000 women's events annually, including the largest four-day international women's business conference and expo in North America. I had the privilege to key note there with Jack Canfield last year. I have to say it was the event of a lifetime. I will never be the same from having attended eWomenNetwork's national conference. I will be there again coming up this year as the contributor. Hopefully, we will see many of you on the line finding your way there as well, in July.

Sandra is also the producer of the GLOW Project. I know many of you have heard of the GLOW Project. If you haven't, it's a powerful movie that was heralded as one of the most inspiring films ever created for women by the Orlando Film Festival. It continues to sell around



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

the world. In fact, if you haven't seen the movie, you guys – just a little side note here – check it out, make a note to go to www.GLOWproject.org. Enjoy it. Be inspired. Also, Sandra is the author of many books. Her latest book, *Succeeding in Spite of Everything*, is releasing also in the July. I see a correlation there between the conference and the latest book.

[Laughter]

Lisa Sasevich: This book is planned to be full of rich insights, lessons learned, and savvy moves that inspire and shake up old paradigms of success. So, without further a due, the official welcome Sandra Yancey.

Sandra Yancey: Oh Lisa, thank you so much for including me in this really important program that you have put together. It is long overdue and I'm glad to be a supporter and contributor.

Lisa Sasevich: Sandra, I just adore you and your husband, Kim, and I have loved having the privilege to meet both your son and daughter in the last year. I have to just say to everybody that, Sandra, you are just one of those people where the deeper I scratch, the more it's gold.

[Laughter]

Lisa Sasevich: You are gold through and through.

Sandra Yancey: Awe.

Lisa Sasevich: I'm excited to access your gold today, because what you have built for women is unprecedented and is just making such a difference around the world. This for me is an honor to be able to get behind the scenes and find out what's behind your – what was your inspiration for eWomenNetwork, you know, how is it you continue to attract and serve and honor women at the high level that you do. So let me start, some of our listeners – I mean it is hard to imagine anybody who hasn't heard of the eWomenNetwork – but some of our listeners want to learn a little bit more.

Sandra Yancey: Okay.

Lisa Sasevich: Can you tell us a little bit about eWomenNetwork and really where you got the idea to come out with that business in the first place.

Sandra Yancey: Well, I did the corporate [xx] like probably so many of the people on the call, you know where you had your kind of corporate life, the job, J-O-B, where I always like to say is an acronym for just over broke, right?.



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

[Laughter]

Sandra Yancey: I always said there has got to be another way. I had left and gone out. I had a solopreneur practice operating out of a home office in Dayton, Ohio. Then my husband and I moved to the big D, Dallas, and I didn't know a soul. As excited as I was to move to a big city in a central location, so to speak, where I could fly on either coast – east coast or west coast pretty easily, unlike living in Ohio – I didn't know anyone. I was really continuing to build on the clients that I had. I have to give my husband, Kim, real credit for this. Sometimes other people, what's so important about having relationships, whether they are a sig other or just in your business network, the power is that others can see what you just can't see. It's not even on the tip of your nose; it's underneath your nose where your nose and your top lip come together. No matter even if you are good at being cross eyed, you just can't see some things that others can see so clearly.

Kim said to me one day, "You're complaining about always being on a plane and always being on the road, and that's fine if that's what really works for you to get to your ideal client, but have you ever thought about, Sandra, now we live in this beautiful big city" – literally, Lisa, ten miles from our house was the world headquarters for Frito-Lay and JC Penny's and Ross Perot's, EDS Complex, the list goes on, and none of them were my clients. Why? Because they just didn't know I existed. So fast forward, bottom-line, I started networking. I really hadn't done a lot of networking before. I thought I've got to let people in Dallas know that I'm here. I went to networking events back in 1998 and they were really the epitome of what we've often defined as a good ol' boys network.

I wasn't angry about it; I was in awe of it. I thought, "No wonder these guys are where they are. I mean they've got it going on. They have figured it out. They are sharing information, contacts, leads, and resources. While they welcomed me, they didn't really include me in the gang, you know what I mean? I was kind of relegated to being a fan and watching in admiration, but I wanted to play. So I thought you know what? Let me go to one of these women's groups, and I went there. For me at the time, I found them to be great but wonderful social gatherings. That's fine too.

Lisa Sasevich: Yes.

Sandra Yancey: I'm all about girlfriends and I wanted to have a good time, but I wanted to talk to other women that wanted to monetize their businesses. So that became the idea for I need something kind of in between. Fast forward about 18 months later was the birth of what is now eWomenNetwork.



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

Lisa Sasevich: Wow. I have had that same experience where I have gone out to connect and want to connect with women and monetize my business – you said it so well – and found a lot of great women, but social gatherings but almost like a taboo to diving straight in and straightforward with helping each other beyond referrals and meeting at Starbucks and things like that.

Sandra Yancey: Right.

Lisa Sasevich: That is what's so unique about eWomenNetwork. You verbalize that so well. [Laughs]

Sandra Yancey: Yeah. It's really not for the hobbyist.

Lisa Sasevich: Right.

Sandra Yancey: It's for people that really are clear about their passion or are on that journey, know that whatever they are doing now isn't it, so to speak, and then they don't want to do it on the side or as a hobby; they really want to make great money doing it. They want to be recognized for the contribution for whatever product or service they are offering.

Lisa Sasevich: You have this wonderful combination, from experiencing eWomenNetwork myself both from the side of a contributor and a participant, of recognizing people and bringing forward the business aspect but also bringing strong relationships with women.

Sandra Yancey: Yes.

Lisa Sasevich: It's like there is some secret sauce that you guys bring to have both of those coexist. What would you say are the key elements for building a strong relationship with women, being the parent of the company of eWomenNetwork that you are?

Sandra Yancey: I would say that one thing – and I'm not saying that men don't do this, but I know women really well. I can speak as a voice from women from what I have observed over the last dozen years, interacting with thousands and thousands women entrepreneurs. That is that women do business with people they know and life. The truth of the matter is, if your business is to do business with women then they need to know you. They need to become familiar with you. Believe it or not, they do need to like you. I'm not trying to say that's the right thing to do, I'm not debating that. I'm taking the facts as they are and saying how do I build a business model around what I know to be true? Not try to change that, not try to convince them otherwise, but to try to go with what I know is the reality of the ideal client that will serve my business and that I can serve with my product or service.



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

I know one thing, you have to show up. There is nothing that I have found – there is nothing that beats the face-to-face, eye-to-eye, belly-to-belly contact. There is no substitute for that. You have to show up and you have to be more of a listener than a talker. I come into events and people might recognize me in some form or fashion, and you know, in a wonderful complimentary way they will come up and they will say, “Oh Sandra, you are with eWomenNetwork. I have heard of it or I am a member.” They want to make it all about me. I will very quickly acknowledge them because I want them to feel heard, but then I will say, “Enough about me, let’s talk about you. Tell me about your business.” I totally switch it on them with the intention of being other focused. Because then I have two very important questions. I think these are the most critical way to build a business that will serve women. You have to ask them these two things. Number one, who is your ideal client? You know very well, Lisa, the difference between a target market and an ideal client, right?

Lisa Sasevich: I do.

Sandra Yancey: Target market is that big fat net that you want to throw over everyone. You could say for me my target market are women entrepreneurs, but the truth of the matter is not all women entrepreneurs are going to necessarily connect with eWomenNetwork. I’m actually really okay with that. I still think there are millions out there that will. There is still a wonderful business that I can have not trying to get everyone. Most small businesses, I believe, spend way too much money, dollars, and time trying to throw this net over everyone and instead really condensing the time and money focusing on the ideal client. For me my ideal client is a serious business woman who wants to monetize her business, that wants to be part of a culture where they know that it’s really about the quality of the relationship and really building on a few people that will develop confidence in you and like you and trust you enough to give you access to the people that they know. That’s a smaller slice of the big target market, right?

Lisa Sasevich: That’s beautiful.

Sandra Yancey: That’s what you want to do.

Lisa Sasevich: That’s powerful.

Sandra Yancey: You want to ask other people, “Who is your ideal client?” Then you want to say, “What is your current biggest business challenge?” Because once you know who their ideal client is and once you know their biggest business challenge, now what you can do in total integrity is customize your response so that it isn’t a rehearsed canned recordable comment or response, but it’s something that says I think I might be able to help you.



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

Lisa Sasevich: Yes.

Sandra Yancey: And you can respond in a way that addresses their ideal client and their biggest business challenge.

Lisa Sasevich: Wow. And really when I look at my own business, that is my focus, my ideal client and overcoming my biggest business challenge or whatever they may be at the moment.

Sandra Yancey: Yeah.

Lisa Sasevich: You just in moments of meeting someone have gone from a very surface, let's do lunch, how's the weather, to really in-depth conversation. What I'm hearing you say is that is the key to building a strong relationship with anyone and in particular with the way that you do it with women.

Sandra Yancey: Exactly. And it makes it all about them, and how doesn't like it to be all about them? [Laughs]

Lisa Sasevich: Exactly. "Enough about you, back to me," right?

[Laughter]

Sandra Yancey: Exactly.

[Laughter]

Sandra Yancey: I think when we're hungry and we're small, those hungry days, I've been there. I know what it's like to rob Peter to mug Paul. [Laughs]

Lisa Sasevich: Yeah.

Sandra Yancey: I know those days. When you're hungry it really is sometime about so wanting to talk about yourself and what you do and how you want to change the world. But until you know how to modify that message – you're still delivering the same message, you are just customizing it in a way. Women are the buyers, Lisa, you know that. Eighty-five percent of all purchases are influenced by women. While they love to buy, they also hate being sold to, right?

Lisa Sasevich: How true. [Laughs] That's great.

Sandra Yancey: You want to provide your offer, provide your transformation in a way that lets them know you understand who it is they really want to do business with and what their biggest struggle is and how you can help them overcome it.



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

Lisa Sasevich: That's powerful. You are actually heading right where my curiosity was taking me in my next question for you, which is how do you go about marketing your business to women? You have obviously – creating this one-on-one relationship. I imagine you are doing some translation of that into the bigger context here.

Sandra Yancey: Yes. I believe in both qualitative and quantitative information. What I have learned about quantitative information is that the truth of the matter is, you know, if you rate something from one to five – five being great – and you rate it a four, your version as Lisa Sasevich of a four, your definition of that would be very different than my, Sandra Yancey's definition of a four, right?

Lisa Sasevich: Yes.

Sandra Yancey: We have different ways. It's important to gather that information, but I don't think you can hold on to it exclusively. What I have done with eWomenNetwork is we do two things. Number one, we survey our database every year. Now, we have a large database these days, right, 1.2 million. If you can get a 30 to 35 percent response of your database, you're probably doing pretty well. But I didn't always have that database, you know. Everybody starts in the beginning and everybody starts small. Even if you have ten people in your database, it's important to know what three of those people, hopefully, are thinking.

Lisa Sasevich: Right.

Sandra Yancey: Because they become a significant statistical sample of the larger numbers that are left. It's really important when people hear 1.2 million, I don't want them to roll their eyes and say, "Yeah, but you got 1.2 million." I'm telling you, you're looking for statistical significance, thirty percent is. Everybody has got to start somewhere. There was a time that I had 20 names in my database, and I've been doing this for 10 or 12 years. It's a wonderful way to engage your customers and package it not as helpful with my numbers or help me understand you, but rather package it again in a way of service, "I'm trying to learn from you how I might be able to better meet your needs. Would you take a few moments and ask – and don't make this more than in my opinion. This is my opinion, five to seven questions max." Okay, we do this every year. We ask them for their biggest business challenge. We give them a [xx] scale of one to five. We give them different options to pick. But we always – this is the most important thing – we always have the box that says feel free to explain your answer. So now you are getting both quantitative and qualitative data. Now, you can use that data, Lisa – oh my God – imagine, Lisa, if your customers came to you with this data what you could do with them to help them develop the perfect transformational business model, with all the work that you do, because it's really not about what you want to do. People say to me, "I have a great



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

message and I want to get it out to the world.” Yeah, but who is your audience and how do you know it? How do you know that’s what your customers want? It’s important that we put on our business hats and spend time developing companies that serve the needs of the people we’re marketing to, right?

Lisa Sasevich: Absolutely.

Sandra Yancey: So that’s one. Secondly, I would say, “I [xx] a tour.” So I take 30 percent – my magic number, 30 percent of my chapters and I get on the road and I go visit them. I make it all about them. I sit at the tables as a participant. I don’t put on a diva hat and make myself look important. I engage in the networking rounds. While I contribute I learn most by listening, listening to what they say, the side conversations over lunch. It helps so that when I get on a stage or in front of a video camera or on a call like this, you know, this isn’t about what I’m dreaming up in my head. I can say with total integrity, “I know what some of your problems are. I’ve brought this amazing woman, for example, Lisa Sasevich who knows you all tell me that you hate the selling process. I mean this is the queen of invisible close I’m bringing to you. I have a responsibility to look out for the answers of the problems that you say exist. You trust me enough by definition that you are a member, that you are part of this community, that I feel like I have a responsibility to bring to you the person that I think offers the best way to overcome that problem, and here she is.”

Lisa Sasevich: You’re so wonderful at bringing in your – if it’s okay to share – your BFF, right, your new best friend.

Sandra Yancey: Right.

Lisa Sasevich: Bringing your new best friend to all of those best friends you already have there in each chapter. I know the chapters just wait for you to come each year, and to discover who is the new discovery that you made.

Sandra Yancey: Right.

Lisa Sasevich: You have built so much trust and having the honor to have been your BFF last year [laughs] and now going to being your girlfriend, it is such a wonderful transfer of credibility that you do. I think it’s something that is important for everybody here to really take notice of. Sandra uses the credibility that she has built in her own community to generously transfer credibility to people that she believes in that can help her community.

Sandra Yancey: Right.



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

Lisa Sasevich: She never lets them down. I think, Sandra, that is such a huge piece of how you build those deep relationships, and then your marketing is so effective because you do ask and you do listen, whether it's you standing there as an individual or through the powerful surveying that you do, to really listen. People trust what they are going to get back because they were asked.

Sandra Yancey: Right. You know, people don't want me to be all things. It's important that you know you can't be all things to all people. That is that whole thing of – as my mother used to say, and I'm sure someone else coined it – you can be good at many but then end up being great at nothing.

Lisa Sasevich: Yes.

Sandra Yancey: Unfortunately, in this economy good isn't good enough. You really do have to strive to be great. Pick your niche, pick what you believe you contribute most, and trust that there is enough for everyone. I don't believe I have really lost anybody, you know, to someone that I refer to as business. I think they trust that I'm going to bring them the next best solution. They will hold on as a result of that.

Lisa Sasevich: It's so true, you do. You continue to do that over and over. So you do the surveying which we adopted in our business over the last couple of years. In most cases, it confirms what gut check – it confirms what we're thinking. But there are also so many wonderful surprises in there. We have had amazing products get created out of listening to what our clients want. So after you obtain that information then what is your most successful form of marketing to women, once you have that information in hand?

Sandra Yancey: Well, a couple of things. I mean, we obviously in the past it has really been my tour. It has been visiting 30 to 35 cities every year. I got to tell you, while I hate the airport experience – full disclosure – I've looked for ways to make it not so painful. I don't travel with a laptop anymore, I travel with my iPad. Now I don't have to take that out of my suitcase. Isn't it funny sometimes, Lisa, the littlest things I go, "Ugh, I have to take this out."

Lisa Sasevich: It's the shoes you wear and having to strip off your blazer and end up standing in a tank top in the middle of the –

[Laughter]

Lisa Sasevich: – with your bra straps hanging out in the middle of the airport security.

[Laughter]



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

Lisa Sasevich: Trust me I am with you on this one. We could do a whole call on this.

[Laughter]

Sandra Yancey: We could, on how to breeze through security. I've got it down, the top five things. There we go!

[Laughter]

Lisa Sasevich: Yeah, exactly.

Sandra Yancey: We can make it an acronym, TSA.

[Laughs]

Sandra Yancey: Take shows that don't tie.

[Laughter]

Lisa Sasevich: Exactly. Yeah, it's true. That will be the bonus call. To everybody listening, I hope the beeping is not so bad on your side.

Sandra Yancey: I don't hear it, so maybe it's just you.

Lisa Sasevich: Oh great, maybe it's just on my side. [Laughs]

Sandra Yancey: Right.

Lisa Sasevich: So your tour has been one of the most successful forms of marketing, you actually get out there to the chapters.

Sandra Yancey: Yes.

Lisa Sasevich: Now, you have a huge online presence as well, obviously with over a million people in your database, anything specifically that has been successful for you in specific to [xx]?

Sandra Yancey: We kind of said to ourselves, "How do we take the tour?" Because remember, I have what a lot of people don't realize, 118 chapters. That might sound [xx], the truth of the matter is if you really think about it, when you consider 118 chapters compared to all the major cities around the world, not just the United States and Canada, it's pretty small. We have paying members of the eWomenNetwork as far away as Nigeria.



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

Lisa Sasevich: Wow.

Sandra Yancey: We have members who don't know anything about this concept called chapters. I had to constantly be thinking about how do I serve them? That became the launch several years ago, about three years ago, of the success institute. Think about how win, win, win this is. I have customers that don't belong to chapters but I know that they are out there, they are lonely, they are trying to make it alone, which is the kiss of death. It is like the slow painful death trying to figure it out yourself, right?

Lisa Sasevich: Yeah.

Sandra Yancey: Yes. [xx] wrote that but I'm going to make [xx].

[Laughter]

Sandra Yancey: It's like when the water gets thrown on the witch in the wizard of oz, "I'm melting." It's like just shoot me in the head, you know.

[Laughter]

Lisa Sasevich: Yes.

Sandra Yancey: So, I was like how do I – I mean the advantage of the chapters is they I get a great speaker every month and they get some knowledge, a few tips. It was like, how do I create this so that I can make sure that I'm growing my business exponentially through the website, so we launched the success institute. The success institute, quite frankly, is just supposed to be the best personal development portal for women entrepreneurs. The intention of it is to bring you these webcasts. It's not just on the phone, while you can listen to it on the phone, it is also always supplemented with great video and PowerPoint and that kind of thing. Women helping women talk, experts come to share their secrets, kind of thing. We have them now running at least 52 times a year, once a week, and now it has been growing so much we are doing it now every Tuesday and Thursday. So that will be twice a week.

You can register. You can pay as you go or you can do a monthly kind of thing. But what I'm looking for are some of the people that are listening on the call. Some of you are customers – and you, Lisa, who are the people that are out there who have great messages that I can promote? It's my honor to bring that knowledge if you've got a topic – it's a business topic – that will solve the dilemma issue of a woman entrepreneur. I will promote the heck out of you, you will give great content, you let people know how to contact you in case they want to do the deeper dive, they make this connection and an hour just isn't enough, right? I have this



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

wonderful portal that I'm creating, this place of proven, smart, talented entrepreneurs serving proven, smart, talented entrepreneurs in the learning process. Aren't we all, right? I'm a student. I belong to a mastermind group, right?

Lisa Sasevich: For sure. It's a total win, win, win, right? Because we get to feature our experts, the listeners get the expertise, eWomenNetwork continues to build and provide value. I love it, it's win, win, win for sure. Just a little bit of a side note, I'm sure there are people listening that are like, "Wow, how do I apply?" Is there somewhere they would go to apply and contribute at the success institute?

Sandra Yancey: Absolutely. So when you're at eWomenNetwork – and I would love this, we're always looking for great talent. When you're at www.eWomenNetwork.com you will see the latest and greatest speaker coming up because we not only just promote you in our emails, we put you on the homepage. You will see we're doing one today, a former Emmy award-winning TV reporter talking about PR. Then when you click on that there is in the upper right-hand corner, it says "experts apply." We're always looking.

But here is my guess, all right. You've got to be [xx]. You've got to say this is my – and you do need to have a catchy little title, you know, something that really grabs the attention; that's part of marketing, right, is saying what you say in an inspiring, compelling way that brings out a transformation. Then you need to say as a result of being with me in an hour, this is what the audience is going to be able to take away. Don't give me ten things. You can't say ten things in an hour. Give me three or four, so that you can give some meat around it. You're really giving content. Three or four things is all we're looking for, for you to really offer and be able to explain in about 50 minutes.

Lisa Sasevich: That's great. Some of the people on the line have been through some my speak to self courses, you know, you need those three or four bullets in that little three to five sentence paragraph about it that just really packs a punch of what you do. You have to imagine a lot of people are applying and you want to stand out, and you can't be sending in five-paragraph essays. [Laughs]

Sandra Yancey: Exactly.

Lisa Sasevich: And then expect somebody on the other side of that link to be able to [xx] through that. So that's great. [Laughs]

Sandra Yancey: Less is more, so to speak, right?



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

Lisa Sasevich: Exactly. Well, thank you for that, I know you're going to definitely get some interest because we have so many experts listening in.

Sandra Yancey: Good.

Lisa Sasevich: Okay, here is a question, and I have to ask it because sometimes it's not – sometimes we can be shooting ourselves in the foot and not realizing it. You have been so successful with serving women and inspiring women at the highest level and you see everything because you see so many different entrepreneurs come through, what would say are some of the key mistakes that you see people making when they are attempting to market to women or communicate with women?

Sandra Yancey: I think that often times that speakers particularly come in and they are me-focused instead of we-focused. Just make sure that you are customer centric, you're other focused, you are focusing on them, what their pain points are, and that you identify with it. I find if it's one word – and listen I'm on a journey and I'm always learning. My goal every December when I am writing in my journal is to be able to at least list three things of ways I am new and different and better than I was in the January before. We always have to be learning. But the one thing I feel like I can offer that I've done well, of all the things I've done wrong, is that I'm very authentic. I am not afraid to identify with what I know they're pain points are.

Because the truth of the matter is [laughs] I look at what most entrepreneurs are struggling with today. I'm either there or been there, you know, got the t-shirt kind of thing. I think it's important that you learn the art of telling the story because the story is particularly with women, Lisa, I feel so important. It's easy for us to rattle off the five things that can transform your business, but it's really important that people trust that you're coming up with those five things not because they sound good, you've heard it from someone else or whatever, but because you know it you've lived it and you can identify with it. When I differentiate those that I believe really, really excel in marketing to women and those that get either marginal or not very much success at all, I believe it's because they don't know the art of the story, being other focused, "I know what your pain point is, I remember when it happened to me."

When you start seeing people nod – or I will even say, "Is anybody relating here?" When you see the hands go up now you know you're really connecting. It's important that you know that people just aren't listening to you and taking notes, because people don't buy intellect. People buy access to realness. The difference between real and intellect is that it's the integration of the heart and the mind. I think it's – I'm not saying that men don't buy that way; I just know that women do without question. I think that's a big mistake. Not telling your story, not being honest, you know, not really creating alignment, and not selling the way your customer buys.



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

Look, I'm going to be real brutal here, you could have never have told me that when I started eWomenNetwork that we were going to go chapters. If I would have known that I was starting a business that was going to have chapters, you know what Lisa? I would have said, "Forget, I will find another business."

[Laughter]

Sandra Yancey: I would have never done it. I was like, "How do you do that? Oh my God, a business model? Oh, I have to..." The list of things that would have been bouncing around my head, I would have said, "I think I'll go do something else." [Laughs]

Lisa Sasevich: Yeah.

Sandra Yancey: but the truth of the matter is it was the way with eWomenNetwork. It was the first – it was kind of like Facebook for women entrepreneurs.

Lisa Sasevich: Yes.

Sandra Yancey: The problem was in 2000 it was an idea before it's time. Everybody was still on dialup, there were no pictures, it was still plain text and not rich text; it wasn't flying. I had to find another way because by that time I was in a little deep, too deep, you know.

[Lisa laughs]

Sandra Yancey: I had to find another way. I launched these chapters. But you know what? I learned that's how women buy, the showing up, the community, you know. I got to tell you, you got to be really careful as you hear this. I will tell you what, the next best thing is around its corner, but you got to be really clear to stay the course. I remember when meet-ups and Tweet-ups first started, you know, Lisa? [Laughs]

Lisa Sasevich: Yeah. I was like, "Wow."

Sandra Yancey: My managing director came to me and they were like, "Oh Sandra, even the network model is dying. People aren't going to pay anymore. There are all these free meet-ups and Tweet-ups. They are taking over." I was like, "Oh my gosh, what's going on?" I finally decided to go and check them out. I went and checked them out and I came back to my managing directors and I said, "Ladies, you know what? This is the new fad." This too, because there are hundreds of people there, there are no quality connections, it's free. You know who shows up for free? People that are broke and are looking for jobs. I mean I'm being honest. This is the brutal honesty.



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

Lisa Sasevich: Oh hallelujah, hallelujah my friend.

[Sandra laughs]

Lisa Sasevich: You're taking the words right out of my mouth.

Sandra Yancey: Right?

Lisa Sasevich: You know what? What ends up happening for you is that the meet-ups and Tweet-ups, the few people that find their way there, like you did, are going to learn about eWomenNetwork. They are going to learn about –

Sandra Yancey: That's right.

Lisa Sasevich: Each of our businesses, everybody listening here, things are happening, results are getting produced. The people that won't learn about that, they aren't looking for that so that's okay, again the difference between the target market and an ideal client. Yeah, that's so true.

Sandra Yancey: Yeah. I told me managing directors, "This is the best thing that could happen to us."

Lisa Sasevich: Exactly. [Laughs]

Sandra Yancey: "I want you to go to the meet-ups and Tweet-ups and I want you to ask people, "How is this working out for you?"

[Laughter]

Sandra Yancey: "It's not part of a better place. Can I have your card? Do you want to come and connect with people who can afford your products and services?" [Laughs]

Lisa Sasevich: I love your point about selling the way that your customers buy.

Sandra Yancey: Yeah.

Lisa Sasevich: Because we work in the realm of the years of the bloggers, people always want to know should I do a teleseminar, should I do a live event, should I do an eBook? You know, you should what you're ideal client needs. For example, we still do teleseminars because so many of our women got a baby on one hip, they are rushing through the grocery store, and they are listening to my teleseminar.



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

Sandra Yancey: Right.

Lisa Sasevich: You know, exclusively available as a webinar, they would most unlikely be sitting down in a quiet space with –

Sandra Yancey: Right.

Lisa Sasevich: Now, obviously we have started to learn, “Oh, you can do webinar and they still listen to the teleseminar.” So you can serve both.

Sandra Yancey: Exactly.

Lisa Sasevich: But you got to provide in the medium that your customers buy. That’s just a huge, huge take-home point. It is something where we see mistakes being made all the time, just trying to keep up with the latest trend. Right now everybody is saying, “Oh, I need to do video, video, video, video.” Well that does work wonderfully in some markets, right?

Sandra Yancey: Right.

Lisa Sasevich: There are some places where you have to look and see if it is the most appropriate fit for your client.

Sandra Yancey: It’s so easy –

Lisa Sasevich: [xx].

Sandra Yancey: Yeah, our tendency is to – we got this kind of like, you know, shiny object syndrome. [Laughs] Like whatever is the – it’s easy to do. But you really got to step back and say, “Wait a minute, is this really the best way to serve my ideal client?” A lot of times it isn’t.

Lisa Sasevich: Yeah, is this how they consume, you know?

Sandra Yancey: Yeah, exactly.

Lisa Sasevich: Okay Sandra, so listen, there is so much more that we have to learn from you. I want to ask you one more question. It is a little more personal.

Sandra Yancey: Okay.

Lisa Sasevich: And then I know you have a gift for everybody listening, so I want to make sure that they know to get that.



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

Sandra Yancey: Okay.

Lisa Sasevich: And then I will wrap it up with a couple of important announcements. My personal question is how do you define success?

Sandra Yancey: How do I define success? I would say for me it is almost a success-happiness thing, because I have had a lot of success, Lisa, and not been happy. I went through a phase where I was making a lot of money, but I was not a happy camper. I wasn't even happy – I was like I wouldn't even want to be around me. I was tired and cranky and not feeling good about me. I was neglecting me in a lot of ways. I would say for me success is doing the things that I love, knowing a measure of knowing that I'm making the difference, that it's adding value, that it's getting out there, is that I'm making enough money to create the lifestyle that I want, and I am grateful beyond measure to say that there are a lot of other things that I could have but I don't necessarily value them.

I'm at a place now where I can write checks for things and causes and injustices and things that I'm passionate about on the planet, on the planet, that I don't think are going well and need to be – I may not be able to go fix them myself, but I will find those organizations, do some vetting making sure that I do some diligence, that they really are doing what they say they are going to do, and help move that mission along. What I want for other people is to find out where will you be happy and have the success that you deserve? It's only been a few years, to be completely honest with you, that I can say I am both wildly successful and wildly happy.

Now, we could have spent the entire call me talking to you about all my problems. I could have rattled them off one after the other, so it's not like I don't have problems and issues and things that I'm trying to overcome. But whenever I do – and I get on my little pity party bandwagon – and it happens from time to time, right? I very quickly shake myself out of that. I know that I am very blessed. I am not going to say that I am so lucky, because I must admit, I have worked really hard. I find the harder I work, the luckier I get. [Laughs]

Lisa Sasevich: There is a strong correlation there, isn't there?

[Laughter]

Sandra Yancey: But it is about having great relationships in my life, not just with my spouse of 35 years but I have a 21-year-old daughter who is now planning a wedding, a son who is entering his senior year. I never miss a football game. And great women like you that aren't just colleagues. You are a friend. It is deeper. It is so powerfully fulfilling for me to know that



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

when my cup is empty I know where to go to get it full. Sometimes you just need a friend, you just need a friend.

Lisa Sasevich: And you do represent that model of success and the calls we have made to each other when we are like who else can I ask about this dilemma?

Sandra Yancey: Yes.

Lisa Sasevich: Even though it is in the middle of a crisis sometimes, it's so – I want to say fulfilling but it is like there is a new word, fulfilling-uping. [Laughs]

Sandra Yancey: Yeah.

Lisa Sasevich: It's so fulfilling-uping that I know you, too. I'm really grateful, Sandra. I'm looking at the depths of what you shared in such a short time. You hear me clicking over here. My notes are like – just from the time that we're together, I hope that you all caught or that you will all go and listen – you get this replay for up to 24 hours. You can listen again. There is so much. I highly recommend that you do. But just to give everybody a glimpse into what I took away, and if you are one of these points and you didn't capture it and this means you want to listen again – in this brief time, Sandra, I took from you the keys to building strong relationships with women, how to be other focused and the two questions to ask right away to do that, how to customize a response to be able to help people and get deep with them immediately, the secrets about surveying and the power to be able to use that to market to your women clients affectively, how to get on the road and how that can really skyrocket your success, the win, win, win model that you put onto the online part of your difference, the difference between me focus and we focus, the importance of the art of telling your story when it comes to connecting with and marketing to women, and then the mistakes that you shared about not telling your story, not being honest or not selling the way that your clients consume. You hit us with this most amazing – such a small line but such a big point about what role luck plays in being successful. [Laughs]

Sandra Yancey: Right.

[Laughter]

Lisa Sasevich: I love it. My fingers are just red because I didn't miss a word, as you can tell. I want everybody to know we got a couple of ways that you can take today's powerful interview with Sandra and get to know her and the eWomenNetwork at a deeper level. Sandra shared earlier the one way, if you are interested in contributing possibly as a speaker in their success institute. And the one for everybody, Sandra has put together a one-hour program called



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

Sandra's four-step cash plan to business success. I'm going to let her say a few things about it, but let me tell you where to get it in case you're running over there as we're together. You would go to www.selltowomen.com/sandragift. That's www.selltowomen.com/sandragift. Sandra, can you give them just a couple lines on what the cash plan to business success has in store for them. This is an audio download, I'm assuming?

Sandra Yancey: It's an audio download.

Lisa Sasevich: Okay.

Sandra Yancey: I will just email to everyone. It is one hour. You can listen to it in segments, because cash I'm actually using as an acronym. I'm going to walk through four different ways to really begin to shrink kind of your ramp up time, how do you condense it, because a lot of entrepreneurs spend unnecessary time working on the urgent and not the important. I'm going to talk about four key important things to really begin to focus on so that you can make the cash register ring. These are all things that you can begin to do. As you're listening, you're going to say, "I can do that right now. I can start putting that in place right now. Tomorrow morning I begin." This is not hard to do. I'm not just going to tell you what they are I'm going to tell you how to make it work.

Lisa Sasevich: And I have been with you when you've shared your cash plan and put things into place right away, because I am a life-long learner, as well, and you are brilliant. This is an area of brilliance for Sandra. I encourage everyone to get your hands on this. Sandra, I believe you are only leaving it up just for our people for...is it one week from this call?

Sandra Yancey: Yeah, about a week. One week from this call.

Lisa Sasevich: So I wouldn't delay. I would head on over to www.selltowomen.com/sandragift to grab that free audio class from Sandra. And then really also as a gift from us, as with each of our master teachers, we are leaving their playback – their interview up – for 24 hours for you to enjoy. We do, however, realize that there are twelve master teachers and you all have been businesses and you want to enjoy all of them. We have put together a VIP package and if you are interested in just having the audio in your success library, all of the transcripts. There are so many amazing points you made here, Sandra, that I know having the transcripts to your call is going to save people a lot of typing. And then we're also putting together an action sheet for each speaker with the main takeaways, so that you can hear what we heard and kind of compare notes with us on the parts that I know I'll be implementing in my business right away.



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

So, if you are interested in all of the invitation to our VIP upgrade, it's in your inbox or you can just go straight to www.selltowomen.com/joinus. That's www.selltowomen.com/joinus, and you can grab the VIP upgrade packages. It's \$97 right now during the series. That includes our bonus interview with our friend from Zappos. Sandra, I want to thank you so much for your time. I know you're actually on your tour as we speak. It's an honor to get to dip into that amazing energy. I will look forward to working with many of you on the line at the eWomenNetwork national conference coming up in July. It is something I look forward to and put first on my calendar every year.

Sandra Yancey: You're so sweet. Thank you so much. Listen, any of you that end up coming to the conference, you need to make sure you find me and say hello, so I can meet you, learn about you, and I definitely want to know that we connected here on this wonderful call with Lisa. Thanks girlfriend for including me. It's such an honor. I feel so blessed to have spent this time with you.

Lisa Sasevich: Me too, right back at you. Take care Sandra, safe travels.

Sandra Yancey: Okay.

Lisa Sasevich: Bye-bye.

Sandra Yancey: Bye-bye.