



Lisa Sasevich
“The Queen of Sales Conversion”
www.lisasasevich.com

SPEAKER INTRO AND TALK SUMMARY

TITLE: Boost Sales Using Irresistible Offers
BB For experts who love what they do but hate the sales part!

SPECIAL GUEST: Lisa Sasevich, Author of *The Invisible Close* and *The Live Sassy Formula*

Are you tired of being the best-kept secret in your field? Join Lisa Sasevich and discover how to exponentially grow your speaking sales using Irresistible Offers, get massive results without being salesy and maximize your profits with no marketing budget!

In this action-packed session **you'll learn:**

- Simple, no-cost things you can do to instantly double or triple your sales during live presentations...big or small.
- 3 secrets to designing a truly irresistible offer, versus a bundle of fluff...Yes, they can tell!
- The secret to inspiring someone to act now...without being pushy or salesy!
- And most important, how to share the wealth of your wonderful and unique talents and receive wealth in return!



It's a disservice to let interested consumers walk away without securing the benefit of your fabulous products or services. They came to buy from you. Give them what they need to say "YES!"



LISA'S FULL BIO FOR PRINT

Honored with the Distinguished Mentor Award from the Business Expert Forum at the Harvard Faculty Club, recipient of the coveted eWomen Network Foundation Champion award for her generous fundraising, and ranked on the prestigious Inc. 500/5000 list of America's Fastest Growing Private Companies 2 years in a row, Lisa Sasevich "The Queen of Sales Conversion" teaches experts who are making a difference how to get their message out and enjoy massive results, without being salesy.

Recognized sales expert by Success Magazine, Lisa delivers **high-impact sales-closing strategies** for turbo-charging entrepreneurs and small business owners to great profits.

According to best-selling author Brian Tracy, "*Lisa Sasevich is one of the greatest discoveries in America today!*"

Kym and Sandra Yancey of e-Women Network say that "*without question she is brilliant at teaching others how to leverage their unique gifts and qualities and convert them into a financial windfall. She is one authentic, heart-centered expert that delivers in spades!*"

Robert Allen, author of multiple New York Times Best Sellers says, "*She added a zero to my income today just by watching her. Lisa Sasevich. Watch that name and whatever you do, be part of what she's doing. You're going to love it.*"

After 25 years of winning Top Sales Awards and training senior executives at companies like Pfizer and Hewlett-Packard, she left corporate America and put her skills to the test as an entrepreneur.

And in just a few short years, **Lisa created a multi-million dollar home-based business** with two toddlers in tow. Lisa really is the undisputed expert on how to make BIG money doing what you love!

To receive monthly Sales Nuggets and Lisa's FREE sales training, "**Irresistible Offer Blueprinting,**" sign up today at www.LisaSasevich.com/iob.



LISA'S SHORT BIO FOR PRINT

Honored with the Distinguished Mentor Award from the Business Expert Forum at the Harvard Faculty Club, recipient of the coveted eWomen Network Foundation Champion award for her generous fundraising, and ranked on the prestigious Inc. 500/5000 list of America's Fastest Growing Private Companies for 2 years in a row, **Lisa Sasevich "The Queen of Sales Conversion"** teaches experts who are making a difference how to get their message out and enjoy massive results, **without being "salesy."** After 25 years of winning Top Sales Awards and training senior executives at companies like Pfizer and Hewlett-Packard, she left corporate America and put her skills to the test as an entrepreneur delivering high-impact sales-closing strategies for turbo-charging entrepreneurs and small business owners to great profits. In just a few short years, **Lisa created a multi-million dollar home-based business** with two toddlers in tow. Lisa really is the undisputed expert on how to make BIG money doing what you love!



FOR HOST TO INTRODUCE LISA SASEVICH

If you love what you do but you hate the sales part, you'll profit from our next guest:

Lisa Sasevich is called many things....

- The Queen of Sales Conversion
- Creator of The Invisible Close™ training programs
- An Inc. 500 Fastest Growing Privately Held Company 2 Years in a row
- And seller of \$50 million dollars of her own products and services – from home, with 2 toddlers in tow!

I call Lisa an Industry Genius!

- She teaches heart-centered entrepreneurs like us how to sell... without being pushy or “salesy”
- She's a master at creating simple structures that can bring you huge profits fast!

Lisa's trainings have helped me.... **(Be specific with stats if possible)**

You'll love and you'll profit from her message...

- It's titled: "Boost Sales Using Irresistible Offers!"

Welcome Lisa Sasevich!

>>>> IF USING VIDEO just point to the screen(s)



QUESTIONS FOR INTERVIEW LEADING TO SPEAK-TO-SELL OFFER OR FREE E-BOOK

1. Lisa, I've heard you referred to as the Queen of Sales Conversion. What is sales conversion and why does it matter?
 - Closing Ratio
 - Attracting clients without your Sales Conversion Machine is a waste.
2. How did you become so passionate about this specific topic?
 - Double life, personal development, selling the intangible, so painful.
 - It takes an offer to inspire transformation. An Irresistible Offer.
 - Led me to Inc. 500 2 years, from home, 2 toddlers in tow.
3. What is an Irresistible Offer and what type of businesses do they work for?
 - Offer = Transformation/ outcome + Service Delivery
 - Then there are "Elements" you can package with your offer to make people want it now/today (I'll share those in a bit)
 - 7-Figure "Love Your Life" Blueprint
4. What is the biggest mistake people make when it comes to making an Irresistible Offer?
 - NOT making an offer
 - Disservice not to make an offer / Heavy Lifting for your competition.
5. Can offers be made in any sales situation?
 - Live stage, teleseminar, webinar, video, interview, PBS, YES
 - The Key is your Signature Talk
 - My Dad – Don't change your act, change your audience.
6. How can our participants go about designing an Irresistible Offer?
 - First you get clear on the transformation you provide and the words to express it (Seed OC)
 - 3 Elements: Main Dish, Bonuses, Limiters
 - You need a Signature Talk that leads to it! (Speaking is the key)
7. Does the Queen of Sales Conversion have an Irresistible Offer for us today? How can we get our hands on more?
8. Lisa, any final words of advice for our participants who want to serve big and sell more...without being salesy?