



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

SPEAKER INTRO AND TALK SUMMARY

TITLE: Boost Sales Using Irresistible Offers
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 BIO FOR PRINT

Lisa Sasevich, widely known as The Queen of Sales Conversion, is dedicated to helping coaches, experts, and service-based entrepreneurs become profitable quickly so they can make the impact they set out to create. She equips business owners with high-converting sales strategies that accelerate revenue and amplify results.

She is best known for her signature programs, Nail Your Offer™, Speak to Sell™ and Event Profit Secrets™, where she teaches how to craft irresistible offers and leverage high-ticket upsells. Lisa specializes in designing proven sales systems that reverse-engineer every touchpoint—from stage presentations and webinars to books and live events—so each one leads seamlessly to a compelling call to action.

Lisa has been recognized twice by Inc. 500 as one of America's Fastest-Growing Private Companies, including ranking #20 among women-owned businesses.

When she's not traveling to exotic destinations, e-mountain biking, or dancing at festivals or on stage with her favorite band, you'll likely find her in La Jolla, California—embracing life as an open nester with her fiancé, Bret, while staying in close touch with her two launched young adults.



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?

2. How did you become so passionate about this specific topic?

3. What is an Irresistible Offer and what type of businesses do they work for?

4. What is the biggest mistake people make when it comes to making an Irresistible Offer?

5. Can offers be made in any sales situation?

6. How can our participants go about designing an Irresistible Offer?

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?