



Episode 17 with Guest Brian Tracy

Lisa Sasevich: Welcome to episode number seventeen of Boost Your Sales and Lifestyle. I'm your host Lisa Sasevich, the queen of sales conversion and the founder of The Sales Authenticity and Success Mastermind for the Heart Centered Entrepreneur. Due to popular demand on today's show, we're opening up the archives and pulling out one of our most powerful interviews around last season's theme, "How to Sale to Women." On this episode I chat with Brian Tracy, a name everybody knows. Brian is chairman and CEO of Brian Tracy International, a company specializing in the training and development of individuals and organizations. He certainly knows a thing or two about selling to women. He speaks to more than a quarter million people each year on the subjects of leadership, selling, self-esteem, goals, strategy, creativity and success psychology. In this episode Brian and I dive deep into what inspires women clients to say yes. Plus we cover some big no, no's when selling to women. Remember after you listen to this episode be sure to visit boostyoursalesshow.com/17 as in the digits 1, 7. That's boostyoursalesshow.com/17 to grab the show notes, the transcript and our free guest. You ready to get sassy with us? Let's dive in.

Speaker 2: Welcome to the Boost Your Sales and Lifestyle Show with Lisa Sasevich, the queen of sales conversion. Lisa teaches experts who are making a difference how to get their message out and enjoy massive results without being salesy. Lisa is here to lift you up, show you a new perspective and open your world to what's possible for you. Helping way more people, making way more money and making the difference you were born to make.

Lisa Sasevich: It really is an honor to introduce to you Mr. Brian Tracy. Brian is one of the world's most visible authors on success in the business world and in the personal development sphere. He speaks all over the world and is well known for his ability to not only inform audiences, but also inspire them. Many people don't know that Brian is originally from Canada. He had an early belief that he was going to control his own destiny. He traveled as a young man ... A lot of people don't know his story. Through England, France, most of greater Western Europe, and finally rested for a time in the Sahara Dessert. During these travels Brian went through many heroine experiences, traveling not only through the Sahara, but also in what amounts to over eighty countries before returning to his home in Canada. It was these travels that laid the foundation for the success he currently has. It showed him just how much one can accomplish through daily goal planning, a consistent work ethic and ever present optimism, which Brian oozes every time I meet him. After briefly operating a successful development company and working successfully in sales, marketing, investments and real estate among other pursuits, Brian formed Brian Tracy International.

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It is with this company that Brian became internationally respected within the business world as the authority he is today on leadership, management, creativity and a mirade of related topics. I am personally honored to welcome Brian because we have become personal friends in the last couple of years. He has given me the experience of what it feels like to have a champion. I have to say that Brian has touched so many lives that it's an honor to allow him to touch ours today. Brian I want to welcome you to the call.

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

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

Brian Tracy: It is such a great question. I've been happily married for thirty-two years to Barbara and we just have a wonderful relationship that gets better and better. I have two daughters as well. When I was raised my mother was very helpful. She was very instructive to me, telling me how important it was to respect women, how important it was to treat them like ladies. To walk on the outside, to open doors for them and so on. That was my earliest impression and it never left me. For my whole life I've had a tremendous respect for women. I can never understand people who don't and even cultures that don't. When I got married of course I wanted my wife to be able to fulfill her potential. I love that wonderful line from Scott Peck which I read so many years ago. It said that, "True love is wanting the very best for the other person and wanting her to become everything she's capable of becoming." I read that before I got married and I thought, "Well that's good. I like that."

My whole life for my wife has been dedicated to helping her to be happy to become everything she's capable of becoming. We had two dad daughters, two wonderful daughters, Christina and Catherine who are now thirty-two and twenty. My goal was for them to become everything that they're capable of becoming. The Maslowian goal. When I began speaking this was my mindset, is that my job is to help people, especially women right? I have two sons as well. It's interesting. Daughters are different from sons. Daughters get more attention or should get more attention. More thoughtfulness, more love, more kindness, more sensitivity than boys. I always say that boys come with the bark still on

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them, but girls are very different. Now I have three granddaughters believe it or not. I can't believe it myself. Two of them were born in the last thirty days. I've always had this wonderful respect for women.

The second part of your question is how do I treat women? I've never treated them differently. I've always been taught to respect and honor women. Women turn out to be fifty percent of my audiences when I speak publicly and I treat them with the same respect. I always say that women need to be treated the same but differently, because women are the same but they're special. It's just my own personal chauvinist philosophy.

Lisa Sasevich:

We like it when chauvinism goes in that direction. There's a lot of men listening Brian too. We have over twelve thousand people that have joined us for this series. It's men and women that want to learn how to serve, inspire and honor women in their business. You're just a fabulous example of how your upbringing around women has translated into your business and in time has attracted so many women clients to you over the years.

Brian Tracy:

My wife has participated in hundreds of my seminars. She's ... God bless her. Sat through countless hours of my speaking on the subject. In a way it sort of keeps you honest. You never say anything that is not appropriate and that's not applicable to both parties, but especially to women. I studied the different needs that men and women have. I studied extensive. I could speak for half a day on male, female differences. One of the things I found was that the great needs that women have is for attention, affection and respect. You can almost call this the golden triangle of getting along with women. Pay close attention to them. Pay attention to them, take them seriously, especially when they want to talk. There's nothing that makes a woman angrier than not to be listened to. "You're not listening to me." Remember those words.

The second thing is affection. Is that women want to be treated as if they are special which in my estimation they are. The third is respect. Since affection is a side issue I've always treated women in my seminars with attention and respect. Women in my estimation tend to be far more sensitive and aware than men are. The old joke by Jerry Seinfeld when he's asked, "What do men think about?" He said, "Well I'll tell you the truth. Not much because men are really not why thinkers." If you look at the brain scan of a man and a woman watching television, eighty percent of her brain is active. Almost like lights in a Christmas tree are lit up. Only twenty percent of his brain are. When a man communicates he communicates with one center of his brain. A woman communicates with five or six centers. She's alert, aware and sensitive to surroundings, feelings, appearances, intuitions, instincts and so on. When you look at the difference between intuition you find that women are highly intuitive.

Yet if you do separate studies, what you find is that men and women in cold case studies have the same level of intuitive ability. The difference is that women listen to their intuition. When you sale to women remember women are very intuitive and they're much better shoppers than men.

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They're much more sensitive and aware. If you ask a man what color is that? He'll say it's red. For a woman it can be cherry red, fire engine red. It can be hibiscus red, this red, that red. Women have far more pixels in their eyes so they can see far more subtle shades of color and recognize them clearly. For a man it's red.

Lisa Sasevich: I love that. It's so true. Brian, when we think about selling to women and the fact that for women to step forward and say, "Yes. She has to make a decision." It kinds of helps me understand myself a little bit on why it takes me more sometimes to get to that place of decision. Because if I'm factoring in more data it would obviously be a little bit tougher process right? If I'm taking in that many more pixels right? To you it's red or blue and to me it's the difference between all these different shades of red and all the these different shades of blue. I wonder if that plays a part because we constantly hear women say how hard it is to choose.

Brian Tracy: Yes. They've done all kinds of studies and you've mentioned this in talking about your presentations which is very important. They give a person sixteen different types of jam to choose from, they end up buying none. If you give them three different types of jam then they'll end up picking one of the three. Too many choices actually short circuits a person and they can't answer correctly. Dottie Walters used to talk about selling to women. Women want to be approached differently in selling. They want to be given all of the information and allowed to make her own decision. Men want to be given the information and then a recommendation.

Lisa Sasevich: Wow. That's a huge difference in the sale cycle.

Brian Tracy: Yes it is. What women want is very good information. When they go shopping women shop for information. They will visit anywhere from three to ten sources of a product or service that they want to purchase before they decide on one. Men want to just rush in, get it and rush out. With men what you do is give them very good reasons and give them a recommendation. Of all the products and services available this is the right one for you. You should get it now. Women want a little bit more time to think about it and they want a little bit more evidence. Women are also greatly influenced by testimonials, but not by testimonials by other men. When I talk to my audiences I say if you're going to use a testimonial from a happy customer or consumer of your product, talk about a happy woman to a woman, talk about a healthy man to a man. Because women aren't concerned about whether some other man liked the product. They're concerned about whether some other woman like the product.

Lisa Sasevich: What do the ladies think right?

Brian Tracy: Yeah. What do people like me think?

Lisa Sasevich: Exactly.

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Brian Tracy: Going back to your question, when did I discover my calling to empower and serve women? Well I've always had this belief. I love America and I believe that America offers more opportunities. Of course almost all the English speaking country for that matter and now more countries. I've spent a lot of time in China and even in India last month. More and more women in every culture are ... As they say pushing to the front. They're realizing that they have incredible potential to do extraordinary things. I've always told my daughters you can do anything you put your mind to. I told them that since they were young. I programmed it into them. Now they're grown and they don't believe there's anything they can't do. That's been my whole focus with all of my teaching and training. Not just for the audience. For women especially there's nothing you can't do. You have extraordinary potential to accomplish things beyond anything you've ever done before. Of course the programs that you and I offer are to help women to actually make that a reality, make it a truth.

Lisa Sasevich: Absolutely. Because you offer so much. People come to you for so many amazing transformations. What would you say is the unique transformation when you look at your body of work? What would you say is the unique transformation that you offer women with your work?

Brian Tracy: Going back to my very first seminars, back thirty years ago, what I found is the greatest single obstacles to success are doubt and fear. Fear and doubt, doubt and fear. They're the twin demons and they go all the way back to early childhood. I've taught this and I've taught millions and millions of people whose ideas is at the ... The starting point of your achieving your potential is for you to learn how to overcome your fears and the root of many of your fears. I talk to senior people in huge corporations who in private will say the same things. They still had these fears. The starting point is for you to challenge yourself limiting beliefs. What beliefs might you have that might be holding you back? Where did they come from and what if they weren't true? For instance you say well I'm not very good at speaking in front of a group. Well what if that wasn't true at all? What if you were actually inborn? You have a incredible ability to speak in front of a group. You just haven't learned how. Or I'm not very good at selling or marketing or soliciting, doing business and things like that.

What if those weren't true at all? What if those are just self limiting beliefs that somehow you've picked up. Almost like a piece of gum on your shoe. You picked it up along the way because somebody criticized you or you had a bad experience. You kind of just accepted, yes. I'm not very good at that. What I've done in my work with women ... I did a wonderful program that my daughter and I are going to turn into a book called, The Peak Performance Woman. Many years ago I sat down with a focus group of women and I asked them three questions. I said, "What is it that the modern women wants?" We came up with about thirty things. Health, happiness, relationships, financial security, financial independence, respect and esteem of others, promotions, positions. All the things that the modern women want. We said, "Well what are the obstacles holding the modern woman back from getting those things?" We came up with

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about another thirty answers. I still got all this stuff. I'll provide it for you if you'd like. It's really neat stuff, research.

The third question we ask is what is it women need to learn in order to overcome the obstacles that are holding them back from getting all the things they want? We ended up with thirty more. We built a whole day Peak Performance Woman seminar around that. That's been rolled out. It's been audio recorded. It's been sold to hundreds of thousands of women. It really is life transforming, just lifetime transforming. It shows them how to get the best job they want, how to get paid more, how to get promoted faster. How to manage their time with dual responsibilities. How to communicate more effectively with others, just goals.

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

Brian Tracy: Yes. What you and I have both found is that everyone ... Men included. Women seem to be more sensitive to factors when they were growing up. They're more affected by destructive criticism or negativity or lack of support, or insensitivity from one or both parents. Those things cause them to doubt themselves. I just finished a book called, Kiss That Frog! Turning Negatives into Positives. The first lesson in the first chapter says you are a thoroughly good person. You are a thoroughly good person and you are capable of achieving wonderful things with your life. That statement is so simple, Lisa, that if a person just accepted that you'll find that almost all of the problems that people have is they question whether or not they really are a thoroughly good person. They question whether or not they have unlimited potential to extraordinary things with their lives. As a result they really hold themselves back. They try to drive with their foot on the brake of their own potential. What I try to do is I try to transform their thinking. I try to help them realize that what I'm saying is true.

Is that you have incredible potential to be an extraordinary person and to achieve all of your hopes and dreams. If a person says, "Wow. Really?" Then the question is what are your hopes and dreams? What are the steps that you would take? The old psychological trick is I can't do it. If you could do it what would be the first step you would take?

Lisa Sasevich: Right. That's like when I lose my keys. If you knew where they were, where would they be? It works every time. If you were going to take a step what would it be right?

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

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Lisa Sasevich: Right. It's really more self doubt than doubting anything about what their considering investing in.

Brian Tracy: Exactly. My transformation which has caused people all over the world to come back to me and say, "You changed my life." I'm sitting here at my desk answering emails that I get. Half of them are from women who say you changed my life. That insight changed my life. What I do is I work with them to show them how they can really challenged their self limiting beliefs and reprogram themselves. Almost when you take one CD out of the player and put in another CD. You can pick one program out and put in another program of confidence, self esteem, self respect, self responsibility, self liking, personal power. You could literally transform yourself and nobody will do it for you. My transformation is to give people practical tools that they can use immediately to bring that about. I'll give you an example. One of the things I teach people to say is that the core of your success, the quality of your life is determined by your self esteem. By how much you like yourself and respect yourself. By how important and valuable you feel you are. Therefore everything that causes your self esteem to go up causes your fears and doubts to go down, like in an opposite reaction, like a teeter totter.

As your self esteem and self confidence goes up, your fears and doubts go down. If you keep that over and over again eventually your self esteem stays up. What I tell people is ninety-five percent of your emotions are determined by how you talk to yourself. Successful people talk to themselves in a successful way, in a positive way. The most positive words that you can use are the words, I like myself. I like myself or even better I love myself. Even better still is I love myself unconditionally. I love myself unconditionally. I've had women come up to me in seminars and say when they first heard that they could not get the words out. They couldn't say I like myself. They struggled with it because of previous experiences that it caused them to question themselves. Again parental experiences. This woman came to me and she had tears in her eyes. She finally kept working on it. It took her six months. Finally instead of saying I like myself she said, "I love myself." She began saying I love myself. I love myself. I love myself.

Lisa Sasevich: What I hear you saying is you don't have to work on getting rid of fears and doubts if you focus on raising your self esteem because it'll replace it?

Brian Tracy: Absolutely. That's the most wonderful thing. Now I teach all kinds of things. There is something in psychology that had a great impact on me many years ago. It's called performance based self esteem. Psychologists call it Self efficacy. Self efficacy means that you feel that you are efficacious which means effective or capable at doing something. I'll give you example. Let us say you have a dish that your prepare and it's your special dish in the kitchen. When you prepare it, it is so good. Everybody says, "Gee. This is good."

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- Lisa Sasevich: I need a dish like that Brian. I'm going to talk to Barbara. I'm sure she's got a lot of dishes like that.
- Brian Tracy: Everyone should have at least one. Anyway when you prepare that dish, you serve it and people say, "Gee. This is good." Your self esteem soars. Almost like a thermometer on a hot day. Your self esteem soars because you feel efficacious. You feel competent. You feel good at what you're doing. Whenever you do anything that makes you feel competent, anything you do that you do well. I'll give you a little simple thing. Cleaning up the kitchen after dinner. Putting away all the dishes. Cleaning up the kitchen so the kitchen is spotless. It seems like a small thing but it is a completed successful task. Whenever you complete the task your self esteem goes up. Even a small task like bringing groceries home, putting them all away and closing the cupboard. Just doing that makes you feel like a winner. It makes you feel like a little winner. One, you have crossed the finish line. Therefore, every time you start and finish a task you feel like a winner. If it's a big task you feel like a big winner. If it's a little task you feel like a little winner and your self esteem goes up.
- What happens is you have more confidence to try something else, to get into something else and to do something else. As you do this you set bigger and bigger goals for yourself. You start out with little goals and you achieve the little goals. You say, "Hey, I can do this. I could do this like Annie in the Little Orphan Annie. I can do that. You set a little bit bigger goal and it takes a little bit more stretch. Well I can do that. I can do that. The walk before your run phenomenon is you can actually build yourself esteem. The way you would build your physical fitness by exercising physically, you can build your self esteem by starting and completing tasks. Little tasks, bigger tasks and then more challenging tasks. Suddenly you start to think, "Hey, I can do anything. I can do this. I can do other things." You start to become hungry for the feeling of starting and completing important things.
- Lisa Sasevich: It's really a cycle of success that you bring on yourself by taking those actions.
- Brian Tracy: Yes. That's why coaching, instruction, membership in sassy, membership in coaching programs where you get feedback and ideas that you can apply that get results, that cause your self esteem and self confidence to go up. Which makes you hungry to learn and apply even more stuff. You get onto an upward spiral. You just never stop. Your self esteem and self confidence just keep getting higher and higher. You just feel wonderful about yourself.
- Lisa Sasevich: I'm with you. I know that when I started to really make decisions in my life, even though they were scary. I would get a result right? The result would be a success whether it was the outcome I was looking for or not because I lived. I did it. I moved forward. I've experienced that upward spiral you're talking about and I can see how it would apply perfectly here. Now Brian I don't have a ton of more time with you, I'm sad to say, so I want to get into some of the nuts and bolts about how you attract women clients into

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your business. Obviously you've done it just by being a wonderful gentleman and the professional expert that you are. Is there anything in the tactical area that you can share with people listening who want to attract more women clients to their business?

Brian Tracy: First of all you decide which women clients do you want to attract. You think what are their ages? What are their backgrounds? What are their incomes and so on? You've taught this very well. You don't try to attract everybody. You just try to attract the people who are ideal. The second thing you do is look at their cycle graphics. See what are their hopes, what are their fears, what are their dreams and what are their concerns and doubts? Every woman ... Not just women. Every other woman has one great thing that she wants that she feels will make her really happy and satisfied. It can be something in business. It can be something in fashion. It can be something in family or health. It'll be in different areas. Women always buy how they anticipate feeling as a result of consuming your product or service.

Lisa Sasevich: That's a key point.

Brian Tracy: Eighty-five percent of all motivation on the part of women is how will I feel if I buy? How will I feel if I buy or use your product or service? All the very best advertising and selling to women is describing what you call the transformation. Describing this is how you will feel. This is how your life will be. Women are always motivated to satisfy a need, the deeper and the more important the need. Women want self esteem. They want self respect. They want to be beautiful. They want to be popular. They want to be desirable. They want to be successful. They want to be independent. It's not that they don't like men. It's that they don't want to have to have men. They want the choice. They want to be financially independent so that they are capable of making their own choices, without worrying about money or lack of money. When you try to appeal to women you simply explain to them that if you use this product or service of mine, this is how you will feel. Here's the results you will get. Here's how you will feel afterwards and then you guarantee it.

You say, "If it doesn't give you that result then please give the product back and I won't charge you for it." That's my philosophy. Always respect a woman's right to choose and always aim at the change that will take place. Aim at how she will feel afterwards when you use your product or service. Everything you write and do focused on that. Women. Because they're great shoppers will say, "Okay. How do I get that result?" Then you explain. It's by doing this, this and this that you'll actually get the result that you want. The women buy the result. By following this track and these are the other people who've done it. By doing these things in a logical way this is how you get that result or benefit. They say, "Okay. That makes sense. I'll give it a try."

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

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happening in that attraction process. I love your point about how women buy how they anticipate they will feel. It's sort of like fill in the blanks right? They're looking to feel beautiful, self esteem, self respect, independent, all the things you listed. If you figured that out and you know that the women that are attracted to your business and are working with you want to feel more ... Let's say just to tie it back to our early subject. More self esteem right?

Brian Tracy: Yeah.

Lisa Sasevich: Where would you take it from there?

Brian Tracy: One quick point and I'll move forward is that the primary question that women had is do you care about me? Do you ... The person who's trying to sale me something care about me? Or do you only care about selling what you're selling?

Lisa Sasevich: Yes. That's huge.

Brian Tracy: Caring is the critical factor. It's a critical factor with men as well. Sometimes I'll ask well what percentage of decision making is emotional? What percentage is logical or rational? I'll a whole bunch of answers from the audience. I'll say well I'll tell you the truth. It's a hundred percent emotional. People decide emotionally then justify logically. They decide emotionally almost instantaneously. The critical factor is do you care about me? If you care about me then I'm wide open to whatever you suggest. Never lose sight of that. They say that women would rather have a tooth pulled without anesthesia than go and buy an automobile for a typical car salesman because they can't stand the pressure. You go to your other question. What doesn't work with women is not caring about them. It's caring more about what you're selling. Being arrogant, supercilious, being disrespectful and so on. These things don't work because women are very sensitive. Even it they want the product they won't buy it from a person that don't like.

Lisa Sasevich: Yeah. Because I'm looking into my own life and I can vouch for that. In fact I remember pushing pass that once and buying some training from a mentor because it really felt like his teachings were what I wanted. The truth was once I got in there and I really didn't feel like he cared about me, I just couldn't be trained by him. I couldn't listen to what he had to say. I couldn't let it in. I've tried to push past that part of myself as a woman in the past and it didn't work. I couldn't even trick myself.

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

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- Lisa Sasevich: That's true.
- Brian Tracy: People say to me do you want a private room during the break so you can get away from the people? I said, "Absolutely not. These are my people."
- Lisa Sasevich: I can go home if I wanted that right?
- Brian Tracy: Yeah. These are my people. I am so appreciative that they're here. That they've come here. I want to be out there. I want to meet with them, talk to them and hear from them because I care about them. The audience knows that. You can't fake that. Either it's true or it's not true. The audience knows that you care about them because you're genuine. You're just a likable person on the stage or in your one to one interactions. All the barriers just drop. They'll assume. Just like the halo effect in psychology, they'll assume. If you're a likable person then what you're doing is good and what you're offering is good as well.
- Lisa Sasevich: You know where I see that big Brian is Michael, my ex husband, we were together fourteen years and we're still really close. He's heart surgeon but how can you really tell what he's doing in there right? Nobody knows. This is a place where you can really illuminate what you're saying. If you like a doctor, if they have a good bedside manor, people assume they're a good doctor right?
- Brian Tracy: Yeah.
- Lisa Sasevich: Do we really know their technique. It's called the halo effect?
- Brian Tracy: Yes.
- Lisa Sasevich: I think that's a place where that really comes to play.
- Brian Tracy: Yes. If we see that a person has one quality that we like and admire we assume that they have many others.
- Lisa Sasevich: We put a halo on them for the whole thing right?
- Brian Tracy: Yes.
- Lisa Sasevich: I love that.
- Brian Tracy: I've written a book recently called, Full Engagement on how to motivate and inspire your staff to be fully committed to your work. What I say is the bottom line is make them happy to be working for you? What's so hard about that? I say just make them happy. It's the same thing with customers, is make your customers happy. Make it easy for them to deal with you and make them happy when they do deal with you. Just focus on that. Just focus on conveying that warmth and caring to them. They'll be your customers for life. Especially women because women are far more

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likely to make a decision, yes or no, on the basis of how they feel. They don't necessarily tease it out logically and dot the I's. They just say I feel comfortable with this decision.

Lisa Sasevich: We got with our inspiration in many cases.

Brian Tracy: Yes.

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

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

Lisa Sasevich: They need to get clear on the transformation. What do you think has them say yes right now versus, "Oh. Let me think about it and say yes?"

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

Lisa Sasevich: Yep. If you like the appetizer you're going to love the whole meal.

Brian Tracy: That's right. Get them to give it a try. That's what they say in the supermarket. "Here, why don't you give it a try?"

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Lisa Sasevich: Right. Sandra Lee calls it pink spoon marketing right? Like the pink spoon at Thirty-one Flavors. We get that first try and then we end up going home with a whole pint.

Brian Tracy: You have to always invite them to make a decision.

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

Brian Tracy: Yes. There's another technique which was used on me many years ago which I thought was very powerful. He said, "If you buy this from me, I promise you personally I will guarantee your satisfaction. I will see that you're happy. I promise you personally." I liked it.

Lisa Sasevich: You had confidence that, that person really meant what they were saying?

Brian Tracy: Yes. I like him because he was a nice and he offered to guarantee it personally. He said, "My company stands behind what I do, but I will personally guarantee that you'll be happy." I said, "Okay. I'll take it." I became his customer for years.

Lisa Sasevich: That's great. Brian, last question. Is there anything that stands out in your mind that doesn't work with women? You see this happening in other people's business and it just makes you cringe or have a level of concern?

Brian Tracy: Yes. The greatest sin that you could take in dealing with a woman is either to treat her like she's like everybody else or take her for granted. Nothing makes a woman madder than to be taken for granted. For the person talking to them just assume that they are a customer for what they selling, or assume that the arguments they're making are acceptable. Just assume this person is going to buy. Taking people for granted rather than treating them as if they were special and unique in the whole world is one thing that never works. This doesn't happen if you care about the person you're talking to. That's why I say you should first of all love your product. Second of all love your customer and then put the two of them together.

Lisa Sasevich: I like that. The anecdote is to care.

Brian Tracy: Yeah. The anecdote is to care and never take them for granted. Never say that just because there's more than one woman that you're selling to, that they're all the same because they're not. Women are very complex, unique and different creatures. No two of them are the same.

Lisa Sasevich: I hope you enjoyed this episode of Boost Your Sales and Lifestyle with Lisa Sasevich. If you did, be sure to visit boostyoursalesshow.com. While you're there download my free training, Seed and Grow Rich. To learn

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