

Boost Sales Using Irresistible Offers

Office Depot Web Café - Bonus Materials

October 12, 2010

by Lisa Sasevich



www.LisaSasevich.com

Top 10 "Invisible Close" Tips to Sell Without Being Salesy

1. Always create "Partnership from the Start"

2. Remain committed, but not attached.

3. Make sure to "seed" and give immediate value so they see the gap between where they are and where they want to be



4. After you've created hunger and desire in your audience by seeding, make sure to include an Irresistible Offer so they can move forward

5. Always include a limiter for your Irresistible Offer

6. Limit time when one-on-one

7. Limit time and quantity when speaking to a live group

8. Limit quantity but not time on a teleseminar or webinar

9. Remember, you can't expect others to invest in themselves through you at a level greater than you've invested in yourself.

10. The key to all success is action.
Imperfect, inspired action.



“Simple, Quick and Easy Ways to Boost Sales Without Spending a Dime!”



Over the next few days I'm going to lead you through a short but information-packed series on how you can start transforming your sales presentations into money machines that get results. (\$97 value – but yours Free!)

Plus, you'll receive my Sales Nugget ezine twice a month for even more nuggets to:

- Influence sales by using Irresistible Offers
- Get results without being “Salesy”
- And maximize your profits with little to no marketing budget!

Claim your copy here:

<http://theinvisibleclose.com/gifts/>

About Lisa



Heralded as "The Queen of Sales Conversion," **Lisa Sasevich** has x-ray vision for seeing sales conversion opportunities and the creativity to convert them into gold! Lisa delivers **high-impact, low-cost, customized sales-closing strategies** for turbo-charging entrepreneurs and small business owners to great profits.

After 25 years of winning Top Sales Awards at Fortune 500 companies like Pfizer Pharmaceuticals and training top executives at companies like Hewlett Packard, she left corporate America and put her skills to the test as an entrepreneur.

In just 3 short years, **Lisa created a multi-million dollar home-based business** with two toddlers in tow and her husband in medical school.

Lisa is the undisputed expert on how to make BIG money doing what you love! She teaches experts who are making a difference how to get their message out and enjoy massive results, **without being "sales-y."**

Now the proud CEO of her own 7-figure business, Lisa is the author of **The Invisible Close** and ***"Simple, Quick and Easy Ways to Boost Sales Without Spending a Dime."***

To receive monthly Sales Nuggets from Lisa, subscribe at www.LisaSasevich.com.