

Last week I talked about the [buckets that most people sit in when it comes to selling their product or service](#).

This week, I want to share with you the third part in this series and a link to the interview I did covering the three important factors that determine where you go after Covid-19.

Don't keep your team in the dark

Your team hate being kept in the dark.

It is also, when you think about it, the same with customers.

Keep communicating with them and make sure that they know what is happening.

This leads on to good leadership.

Good leadership

What makes up good sales leadership in these challenging times?

Be calm and logical; do not panic the troops. No one likes the leader to stand up and start wailing "Oh my goodness, I do not know what to do, help!". They are looking for calm. Look forward, not back; what's gone is gone. The only time you have control over is now. Make sure you communicate that to your team.

Demonstrate some perspective. There are always things out of your control. In my business, overnight, I had a café and a retail store close the doors, and a planned trip to India to buy products for my importing business was postponed indefinitely. However, I am here in New Zealand – safe, healthy, and with my family.

Turn to your team even more. Keep them in the loop, ask for ideas and suggestions. If you do not, they may sooner or later turn it against you, and that's not good right now.

Please check out the interview I did covering three factors that will determine where you go after Covid-19 below.

Have fun, stay safe.

Whatever career you decide to take in sales, it's always good to get some help.

That's why you can get FREE in your inbox every morning for 7 days: [the 7 Day Sale Challenge](#).

For more content like this, please make sure to [subscribe to my YouTube channel](#).



Mike Brunel started [mikebrunel.com](#) after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. He has hired hundreds of salespeople around the world.

He made a lot of mistakes when it came to hiring his superstars. Check out his [How to Hire A Super Salesperson Each and Every time](#) – It's packed with tips and ideas on how to hire great salespeople. Don't ever Hire Bad Salespeople Ever Again. Promise!