Talk to them. I know this sounds simple, but everyone is focused on what is happening in the world economy right now. Your clients are not.

They might have one eye on the news, but they also have to open their doors and get on with business. If you are talking to them about how you can help, you become part of the solution and not the problem.

Be personal. If you have clients who are finding the economy a little tight, get into their place of business with good news. Get some case studies together; go to them with success stories. Keep them informed about what the market is doing.

Be friendly: Cheer them up. What is wrong with you going in with morning coffee or tea, or picking out a resource (see our resources) that you can send them a lin k to?

Be the expert. If you want to add value, take your client some information on Facebook, Twitter or other social media information.

This exercise sets you up as the expert, and gets past the strategy of just selling your stuff.

Any good financial advisor will tell you that in good and bad times, there are always stocks that do well. The same is true in business. Are there businesses that are doing really well at this time? What categories are doing well? What clients are suited to this environment? Chase them; learn where they are, add value and reach out to them.
Most importantly, stay positive and focused on serving your clients.

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.

Hop on over here and subscribe.

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!