


Photo – Austin Kleon- Steal like an Artist

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“Are Sales contingent upon the attitude of the salesperson? Or the attitude of the prospect”

I get to hear good stories from all over the world about how salespeople make a difference in

people’s lives.

In many situations, businesses worldwide are feeling (according to them) the pressure of not getting their numbers, the market is tough, it is not like it used to be, people are simply not buying like they used to, and the excuses seem to go on and on.

I want to debunk that; it simply is not true. I know that if you offer value and are committed to your customers, they will buy from you.

## Money is still there.

The truth is that the money is always there, it may be less for some, but it is always there; it just moves around. It might move from your business to another, but the facts are that retail revenue is up in countries like NZ and Australia.

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The thing is that businesses have to do things differently; they need to think about how their clients are purchasing their products.

I can guarantee that in most homes these days, television and other media are not the main sources of entertainment or information.

The internet has become a big part of our lives.

Clients do research your product along with your competitors before they even venture into your store or place of business.

### Information is Power.

Many business owners I have worked with worldwide have come to terms with a changing market.

The ones I notice that are doing well train their staff regularly, keep them up to date with all

the new products or services, and help them make the decisions; this is usually done at least once a week.

In any business, product knowledge is based upon attitude; what happens if you visit a store and a staff member does not know their product?

You lose confidence, unsure if they are to be trusted, and you might retreat and go off to someone else.

## Want a secret to more Sales?

Product knowledge and information about a product have an invisible benefit. It gives the salesperson the “right attitude” it rubs off. They get confident, and the clients feel that confidence.

Try these simple exercises that work.

Here are two exercises you can do in your business to get your team to buy into product knowledge training.

POP QUIZ- write up 10 benefits of your most popular products, and list what you think is the #1 benefit for the customer if they buy this product.
TEST ONE ON ONE,  OR  IN A TEAM MEETING – Give each of your staff a test on every one of those products. You can do it in written form or as part of their one-on-one meeting.
These simple tests can give your business a foot up, and you might get an extra share of the money.

Have a great day selling your stuff.

Mike

PLUS: WHENEVER YOU’RE READY…

Here are 4 ways I can help you make more sales in your business – whether your business is big or small.

1. Want to become a Sales Mindset Blueprint Member? You get access to an exclusive coaching session with me and full access to my sales programme every month. Get the deets here.

2. Try the new '7 Days to Sales Success' framework. Make more sales in 7 days. The framework of everything you need to start making more sales in your business. The Sales Success Framework is based on a simple 7-day challenge. Click here to find out how you can grow your business by making more sales.

3. Join our private Facebook group – The Sales Mindset Inner Circle. Get all the latest up-to-date sales ideas. Every week we do Facebook Live updates on all things sales. Tips, ideas, free coaching, and much more. Join me by clicking here

4. Work with me one-on-one. If you're a business owner, small or large or in professional services, you might just be a few strategies, tactics and tools away from doubling your lead flow, revenue and impact. Jump on a FREE 15-minute brainstorm call with me by clicking here.

Good Selling

"Sales are contingent upon the attitude of the salesperson, not the attitude of the prospect" –William Clement Stone.