

Are You Making A Comeback?

A few weeks ago, I wrote an article on Coca-Cola and how they made their comeback during the Great Depression.

This week I am going to talk about Proctor & Gamble.

Soap and the power it has over us, even today.

As they came out of the Great Depression, Proctor & Gamble – as they are known today – knew that people were going to buy soap, and they were determined that if that was the case, it was them that people were going to buy it from.

They decided to invest in radio and launched a series of daily shows that told stories of the

people who purchased their soap product.

These soap stories became so popular that by the late 30's they were all over radio and pioneered the term 'soap opera'. True story.

What could you learn as a business or salesperson?

'Don't do what you always done'.

Make sure when you look around, that the people next to you – not too close – demonstrate the same like-minded positive attitude as you.

Do things a little different. Don't hide away. Learn new stuff. Join a group. Do not allow what is happening around you, define you.

Stay open to new ideas.

Why not join my group of like-minded folk that together are growing a community.

Don't just survive – thrive. 2020 is going to be our year.

Check out the details in the link below

Mike

PLUS, whenever you are ready…here are four ways I can help you grow YOUR business.

1. Join my free Facebook group – *Sales Mindset Inner Circle*

My favourite thing to do is show you what's working right now. It's not as good as being a client, but it's close.

2. Take advantage of a FREE 45-minute consultation

Need some sales support? Make an appointment, and let me take you through the past,

present, and future template.

3. Work with me one-on-one

If you are wanting to take your product or service from face-to-face to virtual selling, then I have a product that may be able to help you. You can get started for as little as $250 a month. If you're interested then email mike@mikebrunel.com and put 'Virtual Selling' in the subject line…tell me a little about your business and I'll get you all the details.

4. Finally, grab my *new* digital book on 'How to get a predictable sales system into your business without coming across as salesy'

Click the link: https://www.salesblueprintbook.com/book

Cheers

Mike



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.