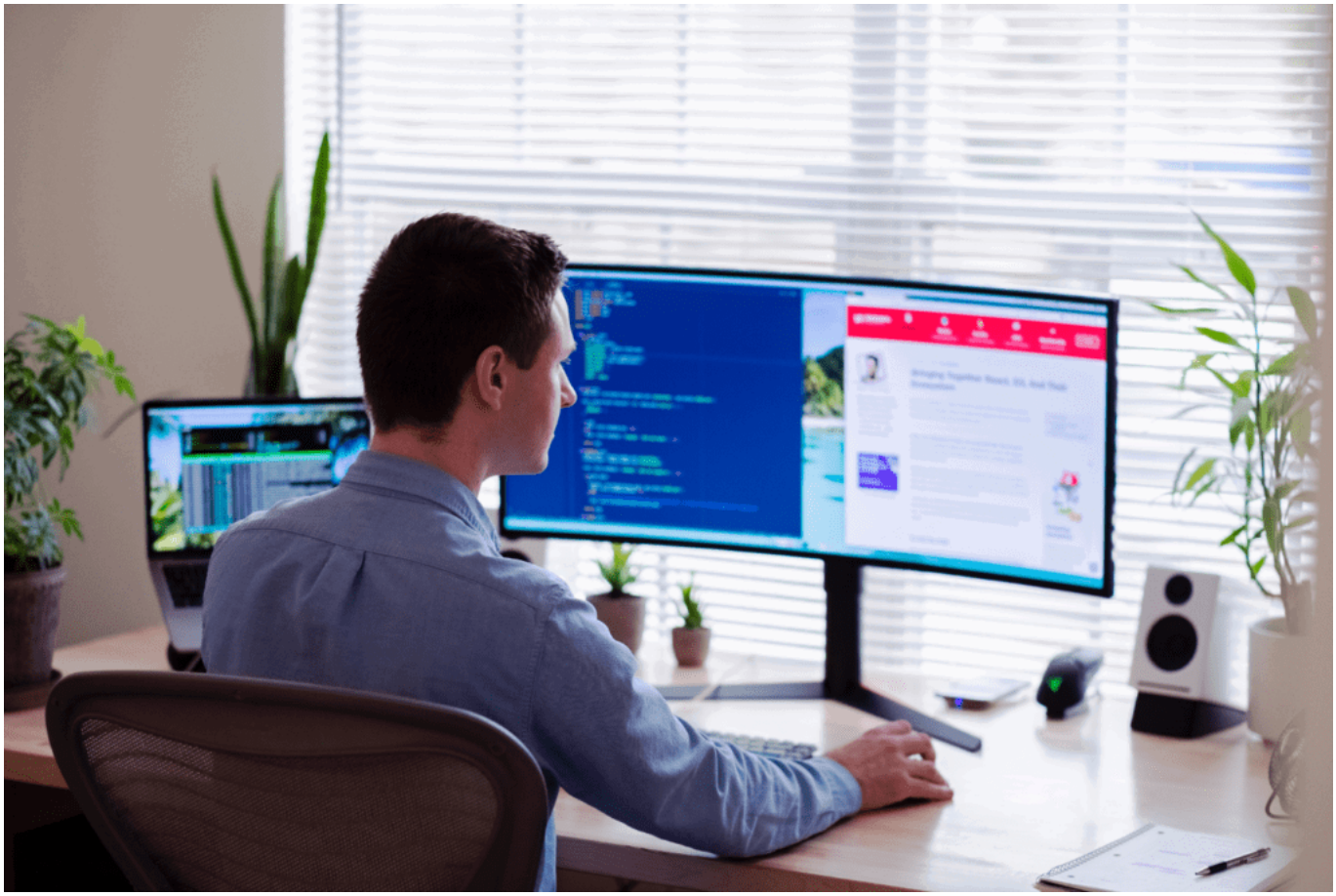


In my previous blog titled 'If You Do Not Have A Plan, Stay In The Car', I talked about the importance of understanding what bucket you sell to, and what to do with each one.

My question now is – if you have established which bucket you sell to, how do you make sure they will buy off you eventually when things get back to normal post COVID-19?

Your clients are open for business, and many salespeople and clients that I talk to think so too.

The market is not closed, it's just a little different.

The truth is that people will buy and are buying now.

People do have money, it just shifts around.

It’s no good hiding under the blanket, tempting I know.

Here are what some of my clients are doing now while in lockdown.

1. Requalifying their clients – asking themselves:

Do I still want to do business with this person? Are they worth the effort? Do they give the return?

2. 80/20 rule – You can do #1 by using #2.

Go through your client list and evaluate where 80% of the revenue for your business is coming from. “Go hard, go early”

3. Communicate – Communicate with those, I suspect 20%. Every day, and in every way, I am getting better and better at this.

4. Can they pay? Finally, it’s the 21st of April, have they paid? Can they pay, will they pay? Find out if they haven’t and ask how you can help. If they have paid, call them and thank them.

As we plot our way through this, keep the faith, hone your sales skills.

Believe in yourself.

AND – If you want to build a new capability then get my 7 Day Sales Challenge FREE – Go on it will keep you out of the fridge I promise!

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!