

Every day, all over the world salespeople love one thing.

Their product.

The challenge is most new clients you talk to are not really interested in your product just yet.

What they’re interested in deep down is, can they trust you?

Right now as we move into a new normal that’s the one thing that clients want from salespeople.

Whenever I work with clients I try and help them understand that when they sell their product

or service, they have to build trust first.

They do that through storytelling and diving deep to find out what problems the client wants to solve.

Having a predictable system to do that is difficult because you don't want to come across as pushy.

Here are two tips that you can use right now:

1. Listen to hear, not to respond – in other words, listen, don't jump in and try and sell your product or service as soon as you hear something your solution could fix.

2. What is the potential clients ideal outcome in the future? If you can't find it out then you haven't found out the problem.

Maybe I can help, check out my 7-day sales challenge: mikebrunel.com/7-day-sales-challenge/

Until then.

Mike (top-of-mind) Brunel

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!