

Hmm, tell me more I asked?

Well, we have a local smallgoods company that is keen to get some help on their sales.

Could I adapt 25 years of selling media, retail, and other products to this challenge?

Why not?

Over the last 18 months working alongside a great team of people we managed to grow that company and sales of sausages by 69%.

What did we do?

Kaizen- There was a phrase used by Japanese manufacturers in the ‘70s-‘80s that worked on the premise that to make their factories better they needed to have a mindset of constant

and never-ending improvement.

Over time they lifted the perception of not being very good at manufacturing to the best in the world.

Think of Toyota, Sony.

What did we do with our sausage company, you may ask, to get that sort of growth?

Acquisition and retention.

Acquisition- In the winter there's not a lot of sausages sold, so we decided that was when we would build our client base. Key sales strategies to lift potential sales into the summer.
Retention – It's easier to sell into a client you already have, than to one you don't. We made sure that they were appreciated and looked after.
How did we do that.

Developed a 90-day love plan.

90 days of well thought out sales plans to help bed down our relationship.

Just a simple system that works and is scalable.

If you're exhausted with chasing the next sales, maybe even need some love, my calendars are open.

See the details below.

Sales is easy.

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.