What’s this week’s video and blog about?

Control the presentation and the client, not the other way round.

The message in my video this week is simple.

You have to create the right selling environment to be even more successful in sales.

Creating the right space will give you control.

There’s nothing worse than when you go and see a client, present your product or service, and then all of a sudden you’re in their environment, and its chaos.

They are distracted, they’re looking at things, they’re looking at their phone if it vibrates, and then the phone rings and then someone comes in and says,

“Oh, excuse me for a moment.”

You’ve lost the client right there.

Why?

Because you do not have any control over the sales process.

How do you change that?

If you’re presenting a product or service that you want to have control of, you’ve got to create your own environment.

No distractions, just us, and the clients.

I’ll give you an example. My old company, NRS Media, sold millions and millions of advertising revenue using a seminar-based process.

Our clients would be invited to a seminar at a hotel.

At that hotel, everything was set up for the event where we presented our advertising product using our unique “One too many sales system”

It was in three parts:

Education
Offer
Close
Our numbers were an amazing 30-60 % closing rate.

All because we were in control of the process.

All decided by us, when and what was said, and paced to bring the client along to a natural “Yes” or “No” option.

So, as you think about your own products, how can you control the environment?

I’d love to hear some of your comments or some things that you do.

That’s my tip for this week, and I look forward to catching up with you again soon.

Have a great week.

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!