Today, as I take the opportunity to spend some time with my family over this summer period in the southern hemisphere (winter in the north), I was thinking of ideas to talk about.

It came to mind because of a conversation I had towards the end of last year (2018).

I get to work with a lot of pretty cool clients, and often as I get to know them, they are enthusiastic about growing their business, but don't want to be known as a salesperson.

What?

That's a pretty dumb statement, if you ask me.

I believe that everything is selling your product or service, and making a profit is based on your ability to sell.

Time and time again I hear from clients who don't know how to sell.

One in particular, a client who had decided to use a new vendor told the current one that they were moving, the vendor accepted that it was probably time for that client to move on. I had a first-hand advisory role with that vendor.

However, six months later, the same client sent emails to my vendor several times.

Guess what? He had $250K to spend and wanted my vendor to do it. The lead was there, but by simply not answering the email, the sale was gone. Dumb? The problem maybe a bit of pride, but they were not willing to accept that they had to swallow their pride and get back in there and sell.

If you want to dominate your niche you MUST become a MASTER at selling.

In this new year of 2019, study selling and work with your fellow colleagues to do the same.

Remember, everyone is selling, every minute of the day.

This year we are working on a study programme to help you get more sales. We will be

launching over the next few months, and we will keep you posted.

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. His products and services are now sold in 23 countries and in 11 languages generating $350 million annually in sales for his clients. Mike sold the company in 2015 and now spends his time following his passions which include rugby, travel. His promise: “I can find thousands of dollars in your business within minutes – GUARANTEED” TRY ME!