



Have you ever been asked that question?

What do you do?

10 minutes later, three yarns in the mix, and don't forget the glazed eyes, they either think you are:

A salesperson

Or a jerk

In the Sales Mindset Blueprint that I am releasing in March, I do an exercise to help you overcome the one mistake that every salesperson makes.

What is that mistake?

Talking about themselves and their solution and not the customer and their problem.

The skill is to come across with integrity and more importantly being authentic

Start with the problem.

If someone asks what you do, ask this question. *“Are you frustrated with your sales team inability to ask for the business?”*

*Or*

*You know how when your salespeople come back to you and say “They are just not interested in our product.”?*

*That’s what I do, I help you fix that problem.*

As you can see I try and start with the problem.

I try not to say.

*“I help your sales team do this and that and then this blah blah blah....”*

I do my best not to fall into that trap, and I know the most successful salespeople start with the problem.

Easy step by step process

My exercise in the Sales Mindset Blueprint elevator pitch module is to ask this simple question:

*“What do you do”?*

I then help show you how to nail your script using phrases to outline the problem as clearly as possible, focusing on their problem and then telling them how you can help.

This give me confidence, and also the client gets confidence.

Why does this approach work?

You may be asking yourself why this would help you.

Simple, it opens up the conversation, because you made it about them and not you.

At the end of the day it's always about them isn't it?

Have a great week selling.

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](#).

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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!