

This week I wanted to share a question that one of my clients asked me in a call last week.

We were talking about ideas to motivate her team.

This was her question:

‘How do I get my team to think like me, or to at least follow some of my behaviours?’

We got talking about her love of reading; any books on business that she could get her hands on, she would read.

It was a habit she had learnt long ago, from one of her original managers.

She had discovered by reading these books, which shared successes in other companies, that she could apply many things she learned to her own business.

Start a library.

I said to her “why don’t you start a company library?”

She looked at me with a bit of a sideways glance, and said, “You aren’t serious?”

“Yes I am,” I said.

Not only start up a library but bribe them to read a book a month.

Tell them that you will pay a \$50 bonus for every book report they submit each month.

It does not have to be a fifty-page novel, just a few pages on the key points they learnt from the book.

Whoever reads the most over the year, gets an iPad preloaded with a collection of both your, and their favourite books.

You will certainly notice a difference in their attitude.

It’s also a way to quietly bed down your culture.

The ones that you notice will go that extra mile and do the reading, are the people that you want in your organisation.

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](#).

[Hop on over here and subscribe.](#)

For more content like this, please make sure to [subscribe to my YouTube channel](#).



Have a great week and talk soon.

PLUS, whenever you are ready...here are ways I can help you grow YOUR business.

1. [Join my free Facebook group](#)

My favourite thing to do is to 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 templates.

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.

Cheers,