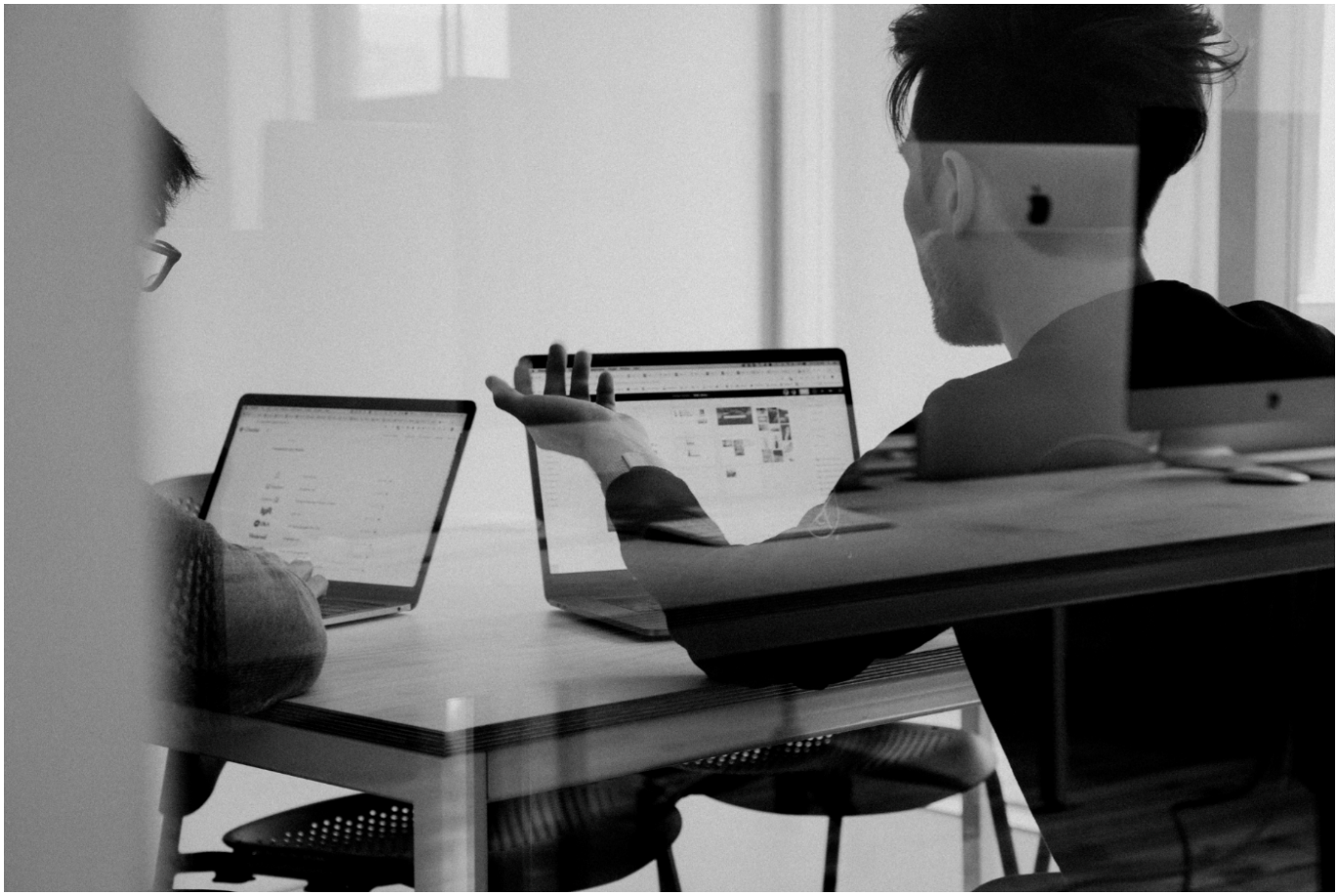


Be confident when you are talking to your customers.

In addition, don’t be the first to talk about the market, the bad news.

Why? Because you are confident that things will get better.

Letting your customers bring up their concerns is the door for you to discuss what you can do for them.

Because to you, it’s not about bad news, post covid; it’s what will happen when this is over.

Some of my best years in sales were after 9/11.

I had 65 staff in our Atlanta office, hoping they were okay and helping them through that nightmare.

We are not like our grandparents, who saved every penny after The Great Depression in case it happened again.

Now we can't wait to spend money after a crisis.

Because spending money makes us feel better.

This time will be no different. Our job in sales is to relay this to our customers.

They need to be ready because this will end.

They need to be prepared.

Yes, what is happening now is real.

I get that, I have three other businesses other than my coaching business.

But the word for crisis and opportunity are the same in Chinese.

Even though I am worried about the days ahead, I am looking at the future. It's no different for your customers. They need to look at the future and be ready too.

It's our job to make sure they are looking for opportunities.

Whatever career you decide to take in sales, getting some help is always good.

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 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!