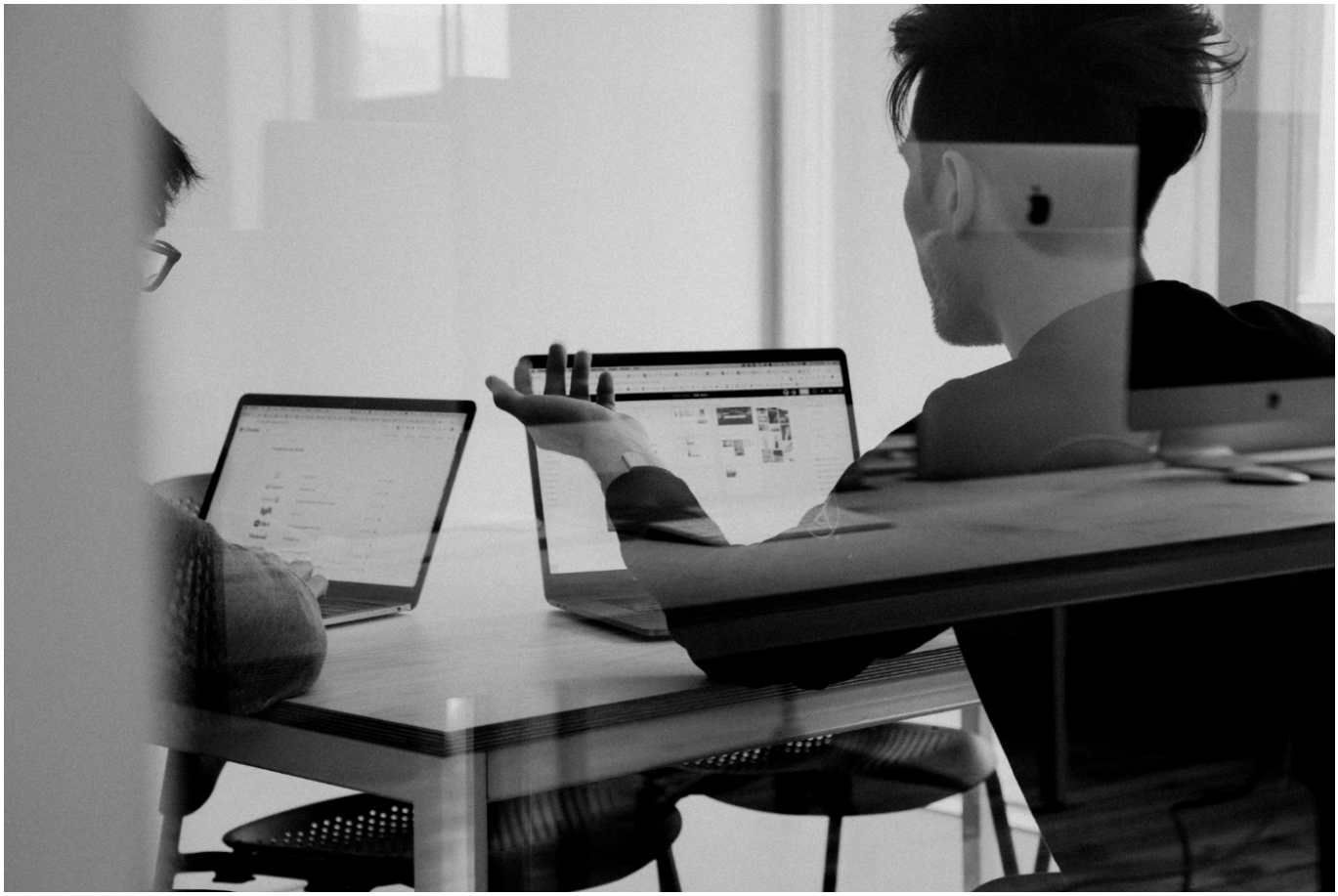


Be confident when you are talking to your customers.

In addition, don’t be the first one to talk about Coronavirus.

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

By letting your customers bring up the virus, it opens the door for you to talk about what you can do for them.

Because to you, it’s not about the Coronavirus, 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 we go through 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 very serious.

I am worried about my Mum sitting in a Christchurch home.

My brother who has a health condition.

My wife and my other businesses.

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.

I got this note from a mate in the US, Jay Jensen. I have revamped it to my situation. Feel free to copy and paste and send it to you client who have clients.

This one is from me to you.

T… Please space it out so it's easy to read.

Cheers Mike

In April, via Zoom, I'll be putting together 5 good folks and showing them exactly how to take their existing services that they sell face-to-face, virtual!

Do you want to know more? Just email me at mike@mikebrunel.com

Please see last week's blog.

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!