

Let’s begin by introducing you to the ‘3 Rules of Sales’.

Your client does not like the idea of being sold to.
People buy off you for emotional reasons, not sensible reasons.
Once you sell them your product or service, you need to satisfy their emotional decision with reasoning.
The first rule of selling – Be yourself, be authentic.

If you look at the first rule it does not seem to make a lot of sense; products and services are bought and sold every day.

We all like to buy, but do we like to be sold to?

If someone is perceived as selling you something, you are likely to feel pushed or controlled.

Imagine you go into a car dealer. As soon as you walk in the door, here comes the smiley salesperson with their hand held out, and they say “Hi, can I sell you a car mate?”

What’s your first reaction? Pushy salesperson?

What if you walked into another car dealer, and a young man approaches you, smiles and offers you a coffee, or a chance to look around the showroom.

Soon enough you are feeling comfortable with that person, so you get curious and ask a few questions. He/she discusses the features and benefits of a car that you may be looking for, and soon enough you are working out an offer with your salesperson who for some reason is just like you.

What just happened? Simple. That salesperson understood Rule #1. You client does not like the idea of being sold to.

As a salesperson your job is to help your client. Help them solve a problem or achieve a goal.

People like to buy things, not be sold to, remember this.

If the second rule is to sell to their emotions, how do you do that?

How do you create an emotion for them to buy something, or do something you want them to have or experience?

That’s next week’s story. See you then and have a great week.

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

1. Join my free Facebook group – *Sales Mindset Inner Circle*

My favourite thing to do is 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 template.

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.

4. Finally, grab my *new* digital book on 'How to get a predictable sales system into your business without coming across as salesy'

Click the link: https://www.salesblueprintbook.com/book

Cheers

Mike



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.