

Last week we discussed the ‘3 Rules of Sales’.

In that article we talked about rule #2 – People buy off you for emotional reasons not sensible reasons.

This week we will finish off with rule #3 – Once you sell them your product or service you need to satisfy their emotional decision with reasoning.

Once your client is emotionally sold, they need to justify it in their minds.

Think about Apple computers for example.

Can you recall their TV commercials? Beautifully crafted shots of the latest MacBook Air,

literally floating through the air.

There is a beauty about the way it looks, it is compelling and draws you in to the design of it.

It looks amazing and so light – like air!

That composition you see gets you to the store, or online.

Then what do you do? You check out the bits and pieces it has. Does it have this speed…I must have this feature…or that.

This information might help the sales, but it is deeper than that. It justifies the sale.

Those are the basic rules of selling.

Here is the summary.

Before you sell anything, you must understand these three rules.

1. Your client does not like the idea of being sold to.
2. People buy off you for emotional reasons not sensible reasons.
3. Once you sell them your product or service you need to satisfy their emotional decision with reasoning.

If you learn these three basic rules, you can create any sales approach with confidence.

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.