



As a young sales rep my manager used to say this to me all the time.

“If you do not have a plan, stay in the car.”

As we reach week three in our country's lockdown, it's time to understand what that means in this crazy world we live in right now.

Next piece of advice I can give you...

Stay out of the fridge and stick to a plan

Three questions to ask yourself now and what to do about it that may just help you in the long term:

1. **Am I selling an essential?**
2. **Am I selling to the rich?**
3. **Or am I selling to the non-essential business owners?**

Essential selling - If you are selling to essentials then you should be okay. Talk to them every day, using soft communication. What they are after is for you to look after them. Be there if they need your help.

Sales and the doing takes many forms, relationship building to your essential clients helps continuity of business. Marketing to them is even more important. Keep your brand top-of-mind.

Selling to the rich - Whatever comes their way, nothing affects them. They make up less than 5% of the population and just keep doing what they are doing. As with essential clients, love them and build deeper relationships.

Selling to non-essential buyers - This is going to be harder, let's not sugar coat this. However, it's not the end of the world, as in my [previous blog](#).

Making sure you tell people who you are, where you are and what you have to offer, will help keep your business or service top-of-mind, I promise you.

Next week we look at the three critical things you need to do to keep your business running.

Until then.

Mike (top-of-mind) Brunel

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!