Selling yourself first

One of the key components to selling is selling yourself first.

These days, where online content is just a click away; where your clients often already know a lot about the features of your product thanks to the likes of Google, online reviews and such being so readily available – selling *yourself* still plays a big part in the sale.

Emotion plays a part

Any sale is made up of a client understanding your product and then taking an emotional attachment seeing it work in the future.

Future results – if you think about it – is what a client has to know first, so you are then able to engage them emotionally to buy your product or service.

This is not new by the way.

Including the future

Understanding what future your client wants, and delivering that solution, is one of the key aspects to discovery.

In my book 'Selling is not optional', I talk about this as the Path.

Knowing where the client is now, and where they want to be

However, before all of that, you need to sell yourself first.

When I work with a client I need to sell myself first on:

What's the outcome? What am I trying to achieve here?
What is the key difference I'm going to make with this client?

What are they actually buying off me and can I deliver it?
If I don't sell myself on those questions, then I usually don't move forward.

Path is really about that, knowing that I can deliver something better for the client in the future.

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.

Hop on over here and subscribe.

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!