We did everything.

I wonder sometimes whether our biggest strength as a business owner founder, eventually turns into our biggest weakness.

I know when I started NRS Media with my amazing partners Doug Gold and Brian Duffy, that at one point we were doing all of the work.

We did everything, sales, presentations, budgeting, sending out invoices, virtually 100% of everything.

Selling was easy.

I think we knew that we were pretty good at selling, and the combination of the three of us was pretty formidable.

We did have a hard time in those early days making that transition.

When we decided to grow the company and pass on that responsibility, we had a difficult time at the beginning and made a few bad hires.

Inbound leads might not be enough.

Why am I telling you this? It’s because I still see many people making wrong decisions with faulty beliefs, they want to be true.

We would all agree that businesses that only have inbound leads, don’t need salespeople, so they try for far too long to keep the inbound leads happening. It’s impossible.

The truth of the matter is this:

The world is always going to need salespeople.

It’s why I get on these videos every week.

I want to help people understand that we are all in sales, and we have to consider that someone in your business needs to wake up every day and figure out how to make the cash register ring or make that outbound call, because it's vital to lasting success.

Have a great week.

Good selling.

Head over to my Youtube for more.

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!