



If you have been struggling to navigate the impact of Covid-19, I want to let you know we understand.

As an owner of not only this sales training company, but a café and a retail store, it is indeed a challenging time.

### **Focus on your customers' needs**

We are trying to make sense of everything too.

Here is one thing I do know - continuing to focus on lead generation, marketing and sales could be the determining factor in helping you through these difficult times.

In addition, if you believe - as I do - that with every challenge comes a great opportunity...

**Opportunity is around the corner!**

I want to tell you about something that could make a real difference for you in 2020 and beyond.

Understanding your clients' needs and wants.

If we know them well enough, then we can in some way go ahead and give them what they want and need.

Therefore, as a way of thanking you for being one of my supporters, I have included a 10-minute audio for you to listen to.

Hope you enjoy.

Mike

P.S I have got two spots left for my virtual face-to-face programme starting next week. If you are keen, just reply with 'Yes virtual info'.

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 Sales 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!**