

Now that you understand the key fundamentals of selling, let's now look at the specific person you are selling to.

How To Sell Anything – Part 1, Part 2, Part 3

In the world of who you sell a product or service to, there is no more important person.

If you can make your product more attractive, easier to buy, prove that he or she needs to buy it, then they will give you money for it.

If you do not take into account their feelings, beliefs and desires, then they will not be a buyer.

If you in any way let him / her down, and do not deliver what you say you will, then your offer, company, will end up in the bin, electronically or literally.

“The buyer that has the gold makes the rules.”

When you look at it this way, you will come to a conclusion pretty quickly that they are indeed powerful and should not ever be taken for granted.

If someone pays you for your service she has, as they say the “GOLD”.

“The buyer that has the gold makes the rules.”

If you sell face-to-face, that’s a lot easier, like the old door-to-door analogy, the client is there right in front of you.

You can pretty much know, with understanding body language and getting a “feel”, if they may be a buyer, but what if they are not?

Then what can you do?

Over the next few weeks, I’ll show you how you really can fine tune your client’s avatar or profile.

If you are not sure who you are targeting, then I can help there too.

Here are the key outcomes that you need to start thinking about.

What are your clients inner most feelings, desires, and beliefs?

Understand what particular words, phrases scare him / her.

What excites them?

See you next 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.