A Valuable Lesson.

Throughout my 30 years of selling advertising to companies of all sizes, I learned many valuable lessons. I began as a door-to-door stationary salesperson in Sydney, selling everything from pencils to exercise books. I then moved on to selling carpet services in London, utilizing promotional brochures to generate leads. It was during this time that I realized the importance of face-to-face sales.

Direct media selling was my next endeavour, where I discovered the challenge of selling something invisible – a service, rather than a physical product.

Selling the Invisible

Advertising is intangible, existing in the form of airtime or a gap in a TV program. Building trust became critical to my success, and I quickly learned the value of meeting clients in person to establish a relationship.

As my career progressed, I discovered the power of selling to many.

When I started NRS Media, my partner Doug Gold introduced me to the concept of a “membership program.” Advertisers could purchase advertising time at a discounted rate, but only if they committed to a 12-month automatic debit payment plan.

This approach generated over $1 million in advertising commitment before the media company even launched.

I developed a sales system around this model, generating over $1 billion in revenue for our media partners worldwide.

Our seminars, using a “one-to-many” presentation model, boasted attendance rates of 70-80%, with closing rates as high as 50%.

The key to success lies in developing a process for your product, which can be easily accomplished through digital means. Many companies are already doing an excellent job of

utilizing the one-to-many approach to distributing their information.

In conclusion, while face-to-face sales remain essential, selling to many through a free seminar or digital process has become increasingly crucial.

I encourage you to have fun selling your products this week, utilizing the power of technology and personal relationships to build lasting connections with your clients.

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, and expanded it into a global powerhouse in media sales and training. He was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. His products and services are now sold in 23 countries and 11 languages generating $350 million annually in sales for his clients. Mike sold the company in 2015 and now spends his time following his passions, including rugby and travel. His promise: “I can find thousands of dollars in your business within minutes – GUARANTEED” TRY ME