“When your client’s pockets are tight, most people think that cheap is the way to go.

Most businesses fail (in good times or bad) because they lack a plan that gets their product and marketing message in front of their clients. They often think that selling their products soul is the answer.

The truth is that money does move around, and it goes to where the desires and needs your clients have.

Tapping into that in good times and bad is a skill, but it is not difficult.

By way of example, besides coaching sales and selling media, I support my partner by having invested in her retail and importing business for the last 30 years.

Retail is tough, not as tough as selling advertising, but still tough.

Selling Dreams, Not Just Goods: Mastering the Art of Understanding Desires

What sets her apart is her buying talent and communicating with her audience on a consistent basis about what she sells. She sells to their desires and needs.

She has cracked the code.

She knows that her clients do have money; it’s just making sure the offers are good.

One skill she has is picking vintage Indian furniture for her local market.

Unveiling the Myth of Cheap: Navigating Tight Pockets with Finesse

She travels to India twice a year, fills containers, ships them to New Zealand, photographs every piece, and within days of the shipment arriving, they are on offer in-store and on her website. Her clients are waiting for them.

Why? Because she understands their needs. There are certain things that humans want

besides shelter and food. In her case, it’s beautiful one-off pieces chosen by her for a home.

If we understand human needs, we get to know desires. Desires are what drive sales, and relationships.

She does not get caught up in inflation; she knows her clients well enough to offer the right product at the right time.

Here is one piece of information about needs that I discovered, and it’s a part of my Sales Mindset Blueprint. I discovered it watching Tony Robbins; I took what he believed was the secret to human needs and adapted it to sales.

You can use it in retail, selling media, selling SAS, or anything.

Would you like a copy of the workbook?

Just answer with a ‘Yes, please,’ and I will send you a copy for FREE.

Dedicated to helping you make more sales.

Mike