Off the back of my latest vlog above, I want to talk about stories. Stories that motivate your clients to buy.

I have certainly over the years been taught to sell products; every sales process, every close- you name it, I have used them, even when I knew that my client should not have bought the product.

I don't feel too good about that now, but at the time I thought it was about me, and not them. I just wanted to make lots of money and then move to the next sale.

Bang bang…. Next one, bank the money now and screw the customer!

Beliefs Matter

It changed for me was when I met my mate Rob Hall and observed his drive (and ability) to create belief in clients.

He lived every day with the belief that he could climb Mt Everest.

His belief is actually what made him such a success.

How do you do that? How do you create belief in your clients, which results in them wanting to come with you, and back you and what you sell?

One Thing

I work on helping sales teams find out the *one thing* that they sell which will ensure their clients to believe them.

I have a detailed workshop on this, but here in this blog, I want you to think about that one thing that makes you unique. Ask yourself: What is the one thing that I can do to get my

clients to believe about my product or service?

Mt Everest and an Ice Axe

Rob Hall and I had to convince a huge multinational company to sponsor us to the top of Mt Everest. We had to create one thing that no else could do.

If we convinced them to believe that this was possible, then they would buy our idea.

That's the key message, and it can be done through storytelling.

Live from the Top Mt Everest.

Our story was to get them to believe that their product would 'walk with us to the top of Mt Everest, and we would do that using satellite phones broadcast live to 4 million people' and, that it was only attainable through us.

They believed us! They bought us and went along for the journey.

You can discover more in my book about this amazing man Rob Hall.

What's your story?

The key is to define your story.

What is your story, based on one thing that makes you unique and can only be obtained through you.

If you can perfect that, then your clients will give you their money.

Mike

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!