

## Decide your Personal Operating Procedures

In my last post, I talked about the story of Contiki, this excellent travel company born out an idea of John Anderson that provided 18-35-year-olds an avenue to see the world in the company of people their same age.

In his book “Only Two Seats Left” (link) [www.onlytwoseatsleft.com](http://www.onlytwoseatsleft.com) John Anderson the founder lists 25 personal and business messages. These are sprinkled through the book.

I have picked out two in this post and a couple in my next post to illustrate the need for something to think about this coming year.

1. Do not research an idea to death – often go with your gut feel.

This is one of the common mistakes many startups and people new to business make, they analyse until they are paralysed.

The truth is that they are paralysed with fear, and are afraid to “just do it” as Nike would say.

If there are ideas out there that you have wanted to try then make a promise that you will try.

2. Specialise & be the best in the market.

You can't be all things to everyone. Salespeople in this [new](#) economy have to find a new way of doing business you now need a good story; you need a reason to be in your market, with your opposition, that sets you apart from that opposition.

The reality is the economy is getting cleaned out- it was badly needed, and its happening, the worst employees, the worst salespeople and the worst managers are moving on.

Salespeople have to be problems solvers for their client, not their company they represent.

Our clients know and hear a sales pitch, they defend, use tactics to say no.

What they want are ideas, ways to solve their problems, just like John, who had an idea.

Have fun selling your stuff.

Mike

PS Looking for ideas to help your sales improve, contact me for a [FREE](#) 45-minute sales session.



**Mike Brunel started [mikebrunel.com](http://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. His products and services are now sold in 23 countries and in 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 which include rugby, travel. His promise: "I can find thousands of dollars in your business within minutes - GUARANTEED" [TRY ME](#)**