

This week we know the situation of COVID-19 in New Zealand.

It’s no longer in the community.

There is still a lot of fear out in the community however and we need to recognise that with

our clients.

Fear. What does that mean and how do we overcome it?

What is fear?

I believe reframing your mind right now is an important element to getting moving from where you are now to where you need to be.

What is another way to look at fear?

F – False

E – Evidence

A – Appearing

R – Real

Reframing you mind to think of fear as an opportunity to look at things differently will help you get in the right frame of mind.

What do we do now?

Communicate, communicate, communicate. Like real estate says location, location, location, it’s the same for you. Keep in touch as much as you can with your clients.
Compassion. Have some compassion, be understanding of many of your client’s position. Be there for them.
Connection. A lot of your clients are just getting back to normal (or the new normal). Never forget people crave connection, give it to them.
Rediscover your passion. Why do you love your product or service? When you are talking with clients make sure you show that passion.
Don’t chase the money. Chase the reason why you love what you do. In most cases, that’s probably why you got into business or sold a product or service in the first place.

Network. Get into a networking programme with folk with the same interests.
Finally, be patient, this too will pass.

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.