Do you ever feel compelled to donate money to a charity because they have sent you a letter, accompanied by those return address envelopes, already printed with your name and address?

Or, have you been offered a gift, as a thank you, or for helping someone out?

Have you wandered down the street and been asked to donate to the Cancer Society, and in return you are given a pink ribbon?

If so, you understand the Hare Krishna Principle of Selling — a.k.a. the "something for nothing makes me want to listen to their sales pitch" theory.

A less expensive, but also effective, "gift" that you should consider giving your prospect is useful information.

You see this all the time, in this world of content and adding value.

Beneficial, little-known tips, specific to your prospect's needs (e.g., "This weight loss programme for men over 65 that makes you feel 40 again…").

Or interesting facts that make you look pretty cool to their family and friends. (e.g., "The press hasn't yet got hold of this little-known fact about our new miracle cure…").

The point I want to make here is that they feel like they're getting something of some value from you — and they haven't done anything to warrant it — there's a chance they'll feel obligated to buy from you.

One of the natural retail offers is a gift with purchase.

According to many insiders of the famous make up brand Estee Lauder, this offer contributes to up to 50% of their sales.

My question to you is "What can you do to help out your clients? What information can you

share to help them add value to their clients?”

One of mine is the 7 Day Sales Challenge.

It’s an email every morning that lands in your inbox for just seven days.

Its gives you tips and ideas on how to do better, when selling your stuff.

It also gives me the opportunity to build a relationship with you and help you (in some way) to overcome this fear of selling.

Sure, I am open about potentially getting you in to my tribe, but I must do that by adding value to you.

It’s vital that you trust me, and what I have to offer you.

So, feel free to check it out and have a great week.

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!