Research has shown, in a hundred different ways, that people will do more to avoid the loss of something than to score a win.

Is that true of your sales company?

What is the cost to you if you do not get that latest weekly budget? Does it hold more emotion with you than getting your monthly goal?

As a sales manager, what do you fear most; the achievement of the target, or not getting the target for the month?

I think it is the latter.

Here is my quick tip this week to get you thinking less about your benefits, and more about what your client might lose.

Next time you present your proposal to your client or your next big deal, explain in detail what your client will lose in time, money, and getting to the right quality market.

This should be in your proposal several times, with all the other benefits you offer, but the loss has to be stressed more.

Good selling

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!