Today, all over the world, virtually every salesperson no matter what area they sell in, be it B2B, B2C whatever, makes a promise.

The promise can be a number of things:

Follow up a call.
Make sure the product was delivered at a specified time.
Make sure a proposal was sent on time.
The sad fact is that many salespeople all over the world break those promises and with those promises broken, those customers turn to five of their best business friends and say:

"Did I tell you about the bad service I got from XYZ salesperson?"

To be fair sometimes it's hard to keep a promise, with so many deadlines to meet, sometimes it just won't happen.

When this does happen, and it will, and it happens to me, I try and manage my clients' expectations.

I think the first thing should not do is and hide, be upfront and tell your client you can't do certain things.

In my experience most clients you deal with care, in fact most people generally care about who you and they want to do business with you.

I think what most clients are trying to figure out is, "Is this guy real?"

I have mentioned this before in previous articles and videos

"Can I trust this person?"

That really is the core to most people that are making salesperson voting decisions, or buying decisions, "Can I believe and trust this person?"

Making promises sets that question up in the mind of your clients.

Promise by all means, but be careful what you promise.

Good selling.

Head over to my Youtube for more.

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!