Present Sales vs. Future Sales: Unlocking the Power of Long-Term Success

In the fast-paced world of sales, it's easy to get caught up in pursuing immediate results.

Many salespeople tend to focus solely on present sales, overlooking the tremendous potential of future sales.

In this week's blog, we'll delve into the difference between the two and shed light on the importance of adopting a forward-thinking mindset for sustained success.

Present Sales:

Capturing Opportunities Today:

Present sales refer to the immediate outcomes of selling a product or service. As a salesperson, your daily focus revolves around closing deals and generating revenue.

Naturally, this is an integral part of your job. However, it's essential to recognise that future sales offer a wealth of untapped opportunities.

Future Sales:

Cultivating Relationships for Long-Term Success Future sales encompass the chance to build valuable relationships that may not necessarily result in an immediate sale.

Instead, the focus is on gathering crucial information like names, birthdays, and email addresses that can prove invaluable in fostering connections and nurturing leads over time.

Whether you're at a conference or interacting with potential clients, cultivating these future opportunities is paramount.

Expanding the Scope:

Going Beyond the Sale Consider the broader perspective of your role as a salesperson.

If you're a business owner, you wear both hats. Are you training your staff to collect contact details from non-buyers?

Do you possess a mindset that actively seeks to maximise future sales potential each day? By shifting your focus beyond the next hit and embracing a future-oriented mindset, you position yourself for long-term success.

Combining Present and Future Sales:

The Power of Now. Changing your mindset around present and future sales is an ongoing activity, not a distant objective.

We think it's crucial to recognise that sometimes "later" can be too late.

By proactively balancing your efforts between immediate sales and cultivating future opportunities, you ensure a steady stream of revenue while simultaneously nurturing relationships that will pay dividends in the long run.

Embrace the Sales Mindset Blueprint Community:

To learn more about developing a present and future mindset, I invite you to join my online Facebook community, The Sales Mindset Blueprint.

By becoming a member, you gain access to a wealth of invaluable resources and insights that will empower you to unlock your full sales potential, and it's FREE.

So remember, In the competitive world of sales, it's essential to balance present and future sales.

While immediate results are important (We love the hits), cultivating relationships and capturing future opportunities can lead to sustained success.

By adopting a forward-thinking mindset and leveraging the power of the Sales Mindset Blueprint community, you position yourself for both immediate and long-term achievements.

Embrace the potential of future sales, and elevate your sales game to new heights.

Yours in sales,

Mike Brunel

PLUS: WHENEVER YOU'RE READY…Here are 4 ways I can help you make more sales in your business – whether your business is big or small.

1. Want to become a Sales Mindset Blueprint Member? You get access to an exclusive coaching session with me and full access to my sales programme every month. Get the deets here.

2. Try the new '7 Days to Sales Success' framework. Make more sales in 7 days—the framework of everything you need to start making more sales in your business. The Sales Success Framework is based on a simple 7-day challenge. Click here to learn how to grow your business by making more sales.

3. Join our private Facebook group – The Sales Mindset Inner Circle. Get all the latest up-to-date sales ideas. Every week we do Facebook Live updates on all things sales. Tips, ideas, free coaching, and much more. Join me by clicking here

4. Could you work with me one-on-one? If you're a small or large business owner or in professional services, you might have a few strategies, tactics and tools away from doubling your lead flow, revenue and impact. Please jump on a FREE 30-minute brainstorming call with me by clicking here.