

The funny thing about sales is it looks so simple when you watch the salespeople who are successful.

I remember when I first started out selling, I used to watch the veterans, the guys and girls that had been in the business for ages, they looked so relaxed and confident. I dreamed of being like them.

Why can’t I do that? I used to ask, it looks so easy.

The truth was when I started it was not easy, but I learnt over time that there really is a secret way of selling.

A lot of it is in my book but there is a secret structure that holds every sale together.

If you think about it, there are secrets everywhere, the person that can turn a piece of

furniture over time into a beautiful product has a secret.

We see those how-to videos where a master craftsman will take an old clock and with patience and experience turn it back to its original look as if it's brand new. They have a secret.

The masters know little secrets that they have learnt over time, that make the clockwork, the furniture, look amazing. Masters at work.

In sales it's the same, it isn't just the product, it's the hidden structure.

It's the way you lead your client through the product benefits and get him or her excited about your product or service.

What I want to teach here is a secret to a sale. I have adapted this structure from some of my copywriting experience and lessons I have learnt in my marketing days.

These principles apply to selling a product face-to-face or online.

Now, let's build a sales principle or two.

Remember back in the other articles we wrote about the secret to selling, and finding out who your customer is?

I want to use some of those tips to sell a real-life product.

Let say you are selling bicycles.

Specifically, electric bikes.

First of all, you have to know exactly who you are selling to.

You are not selling to all people that ride a bike.

You are selling to people who want to ride an electric bike.

Does that mean you just yell at the top of your voice “Who wants to buy an electric bike?”

Of course not.

You have to hook the prospect with an idea to bring them to you, a magic button to activate a feeling.

You then create images in his or her mind about the desire they are after.

Here is another secret, too many salespeople get caught up in the bike and its features.

What you actually want to do is sell the benefits of the bike.

The emotional desire for your prospect to actually see themselves riding that bike, freedom of the road, easy to navigate the tough hills and relax on the flat, wind in their hair.

Going places they would love to have gone in the neighborhood, that having an electric bike will give them.

How do you create that desire?

It’s harder to sell – we will explore that in the next article coming up next week.

Until then,
Happy biking.

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.