Trust Manifesto

You are only ever Selling Yourself!
“You want a course on selling? I’ll give you a course on selling. Do you know what you sell? Only one thing. You, you only sell you.*

You don’t sell products, you don’t sell services. You don’t sell products or services.

You sell the value of the seller.

The decision of the buyer is based on the value of the seller.

Let me repeat that.

The decision of the buyer is based on the value of the seller.

They make up their mind about you in the first three minutes. 180 seconds:

Is this person trustworthy?
Are they valuable?
Are they projecting the service that I want to buy?
Are they worth the money I’m going to invest in this?
In other words, they’re not buying products.

Your service may be on every corner

They don’t buy the Product or Service.

They buy the sales executive’s trustworthy value.

All sales are based on referral and renewal.

And you never close a sale, you open a lifetime relationship based on mutual trust and mutual value.

Once lost, trust is never regained."

*Adapted from D Waitley.

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.

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!