“Sales is Easy” We are all in sales aren’t we? Sales often gets a bad rap. I believe that selling is an essential element in any business and, often, it’s your own beliefs around “sales” that prevent you from being successful.

I invite you to move into the mindset that “sales is easy”. Within my book, I will show you the importance of creating the right system and sustaining the right environment.

Every person involved in the selling process has to understand that it is actually a journey. The buyer and the seller are traveling on parallel paths.

You have to know that journey inside and out to get better at selling. It’s not a mysterious process. There are several common steps.

The first step is cultivating an open mindset.

Step two involves developing thorough product knowledge.

Then, you move on to learning how to ask the right questions.

A little further down the path, you and the client work at identifying the client’s needs. Further still, it is time for an offer, or a presentation.

You have nearly made it to the end of the path when you begin to negotiate terms, but, remember that the path never really ends.

You should continue looking after that client to ensure that you will meet again, down the road.

If you love this video 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. His products and services are now sold in 23 countries and in 11 languages generating $350 million annually in sales for his clients. Mike sold the company in 2015 and now spends his time following his passions which include rugby, travel. His promise: “I can find thousands of dollars in your business within minutes – GUARANTEED” TRY ME!