



Let's face it, what I think about changes daily, even hourly.

The only subject at school that I loved was History.

I still do. Most of the books I read are about the past, because I believe that is sometimes where the best learning can be found.

Lifetime of experiences.

In my lifetime (old guy), I have seen three events that stopped us dead in our tracks and caused us to pause:

1. 1987 Stock Market Crash - I was selling radio advertising to small businesses.
2. 9/11 - 40 odd staff in my Atlanta office were shut down and we were selling broadcast to media companies like CBS Sinclair, ABC Fox etc. Advertisers again!
3. 2020 Coronavirus - I'm providing sales consultancy services to the manufacturing sector, plus own retail, hospitality and importing businesses.

Every generation will experience and learn.

I have learnt that every generation has such an event, one that hits us at the core.

This is just another one, and I honestly think that the winners in this one will be the ones that learn and grow.

If we have the courage, and us Kiwis are good at that, we must be more creative and innovative than we have ever been before.

If you are like me – someone that has never taken a salary for too many years to remember, just the profits and rewards of my company's success – then you have already had some practice in creating new things and taking risks.

If you have not, then maybe, just maybe, it's time you did.

Over and out,
Lockdown Mike

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!