In these days of trying to stand out, here is an idea that might just get your proposal directly onto the decision maker's desk.

What's the next best thing to face-to-face?

Here's my tip for this week and it's about standing out with your clients.

I talk to a lot of my clients and a lot of their salespeople see a client, draft a proposal, and then they send it out by email.

And guess what?

They don't have the opportunity to present face-to-face.

However, the more important thing is they don't have the opportunity to stand out in front of the client.

Now I accept that sometimes a client will need some sort of proposal sent to them after you've made all the agreements, which tends to be the way that I operate.

To make that proposal stand out a little, here is an idea.

Envelopes that sell

Why don't you use one of these?

Envelopes that are specially printed to look just like a priority courier pack.

Here's a couple of examples.



Imagine taking your finished proposal and placing it in the envelope, then addressing it directly to your client.

What do you think’s going to happen?

Do you think if that landed on your desk, you would open it?

You bet you would, and that’s the secret!

That’s the way to get in front of people more effectively.

Standing out with an envelope that sells, is a much better option than a plain, boring, old white envelope.

Even worse an email.

And, that’s my tip for this week.

Have a great week and I’ll talk to you again soon.

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!

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