Al Brown is one of New Zealand's most well-known chefs. He has appeared on Australia's MasterChef, a popular cooking show in this corner of the globe. In fact, it is Australia's highest ranking non-sporting program of all time

Most chefs are famous for a 'signature dish,' the one dish they hang their hat on to be the best dish in their restaurants.

At Al's former restaurant, Logan Brown, the 'signature dish' was (and in fact still is) Paua (abalone) Ravioli. Having sampled it several times I would have to agree. It is out of this world. When washed down with a Cloudy Bay Sauvignon Blanc, it might send you over the edge.

So, what does this have to do with sales /or small business?

In every business there is a 'signature dish,' something that makes that business unique over others. It is the one thing that sets them high above their competitors.

Have you asked yourself, "What is my signature dish?" What is the one promotion, one advertising plan, or one idea that you have used time and time again with the most success? What promotion, idea, program or plan has your media company used with great success?

At NRS Media, our 'signature dishes' are the Image Plus and Impact Plus programs. These 'dishes' sold millions of dollars for media companies all over the world.

Check out my very own signature dish – 'The 7 Day Sales Challenge'.

Good selling.

Head over to my Youtube for more.

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.

Hop on over here and subscribe.

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!