

When I work with clients, I want to know what makes them special. What is it that they do, that is so special that it would make me want to buy off them?

Why do people buy from you?

Here is a quick-fire questionnaire you can answer in a couple of minutes that might help you sell more of your product:

What makes your business so special?
What makes your product so special?
What are the philosophies that make your company so special?
Are you the logical choice for your customers?
Go to the top ten clients and ask them why they buy off you.
What are the best compliments that you would like to get from your customers?

Most business owners right now have an opportunity to do things that they have wanted to do in the past, but did not, because things were going well.

Maybe now is the time to get crystal clear on your identity. Do not expect your clients to be clear if you are not.

What is your ultimate strategic position? Your 'Unique Selling Proposition' (USP)?

Here are three tips that might help you think about your USP:

A slogan that describes your product or service.
A slogan should contain a major benefit that your company delivers.
Set up an inference on the result you deliver.
My USP

I help business owners create a predictable sales system in their business (without coming across as 'salesy').

If you are open to exploring your own USP, I have an exercise that comes with the purchase of my book. Details at the bottom of this.

For those clients that already have my book, or just want to jump in and explore the USP, I have included it in my *Pitch Perfect* product. It comes with templates and how-to tools that are easy and straightforward to implement.

Here is the link to that product https://www.salesblueprintbook.com/pitch-perfect

PLUS, whenever you are ready…here are four ways I can help you grow YOUR business.

1. Join my free Facebook group – *Sales Mindset Inner Circle*

My favourite thing to do is show you what's working right now. It's not as good as being a client, but it's close.

2. Take advantage of a FREE 45-minute consultation

Need some sales support? Make an appointment, and let me take you through the past, present, and future template.

3. Work with me one-on-one

If you are wanting to take your product or service from face-to-face to virtual selling, then I have a product that may be able to help you. You can get started for as little as $250 a month. If you're interested then email mike@mikebrunel.com and put 'Virtual Selling' in the subject line…tell me a little about your business and I'll get you all the details.

4. Finally, grab my *new* digital book on 'How to get a predictable sales system into your business without coming across as salesy'

Click the link: https://www.salesblueprintbook.com/book

Cheers

Mike



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.