I have a sales system that looks at building five key processes in a business.

I call it the ADA programme- Anchor- Decision-Action.

One of the key elements to this process is to build strong sales plans.

When talking to clients, I relate the story where I was on a senior management team of a radio station and we decided that we would create a hit list of all the clients that we did not have on the radio station. We called it the 'Wall of Clients'.

Monitor your competition

The first part of the plan was to monitor our competition. We listened, watched, and read about the advertisers who were not on our media company.

We then selected 30-40 clients who did not advertise with us, decided if they were a good fit for us, and then went after them.

Visualise your goal.

Any goal-setting program you read or hear about will tell you that if you have a goal you are committed to, then you need to write it down and visualise it.

We created a huge board in our sales office and wrote every advertiser from that list of 40 that we wanted to have on our media company.

Our goal was to have those clients advertising with us within 12 months; they would be either a long-term client or using us consistently to fit in with their advertising needs.

The truth is that it took us 15 months to get them all, but that one idea turned our business around.

How can this help you?

Create a top 40-50 clients who fit your profile of an ideal client
Write them up on board
Allocate them to members in your team
Build sales strategies around the acquisition of those clients
Set a time frame
Celebrate every new success

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!