



One of my clients runs a fish supply company.

He sources his product from all over New Zealand and is seen as an expert for supplying and delivering fish - not normally sold by other fish suppliers - to upmarket restaurants.

C-O - Crisis = Opportunity

Imagine how he was feeling when we went into lockdown; overnight his business of serving restaurants was slammed, no more orders, zip, nothing.

What would you do if that happened to you - your livelihood and business halted? Many of you will know how that feels.

If you don't go out to eat, his business doesn't thrive.

B-C - Business = Consumer

It's an old term that has come of age.

What did he do?

Two things

Created video content for his Facebook page, teaching people how to cook.

Made an offer in those videos to buy his fish direct, delivered to your home.

The results were outstanding, with loads of orders coming in as a result of a simple video, and an offer.

He is now projecting a business with potential close to \$500K. Seemingly out of nowhere.

Past - Present - Future

We joked that if I had said in early March that he would get on Facebook, cook some fish dishes, and offer to deliver direct, that he could have a half million-dollar business.

What can we learn out of that?

Look at the past, present and the future and ask yourself these 3 questions.

What am I going to keep from the past?

What did I learn from the present (lockdown)?

And what am I going to do in the future?

How can I help you now and into the future?

Mike

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.