



In our last [blog](#), we began thinking about who really is our client.

In this blog we will talk about being a detective.

Become a detective.

A lot of lead generation is detective work, pure and simple.

If you are reading this, you fall into two camps.

Strong sense of what your client needs and wants are.

You know their every desire, you know what scares them, you know deep down what motivates them to buy.

Or you have no idea, you think you do, but you may be new, fresh to the business.

Or you are looking for new clients, to add to the ones that have either left you, or no longer

want your product or service.

Some of this may take some work, but what you do now will help you fine tune your offer to the right client giving you more success.

Doing that will give you a better reaction from your client that you might be getting now.

First, we want to get the basic facts.

If we got on a call, could you tell me this about your client?

Age?

Gender?

Income?

Interests?

What keep them up at night?

Why do they buy off you more than once?

Beliefs?

Feelings and desires?

Know these and it's like putting a puzzle together, then we will see in front of us, a living breathing client that we can sell to.

Next week we discuss a simple process to do this.

See you soon, if you want help with any of this lets "TALK" If you want to speed up the process.

Jump on a call.

Here is my calendar - Click on the link and choose a time.

[Get in touch](#)

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](mailto: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](http://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.