



The ability to sell is a skill that can be learned.

Even if you consider an “Oh I can’t sell,” the key is to get your message across by being yourself.

Over the last few articles we have talked about the structure of a sale, and by learning this simple system made up of emotions, benefits, promise, proof and offers you can feel more confident and better prepared to go and sell what you love.

If you just learn that you are pretty much there.

### God-given Gift

The fact is that selling is not a God-given gift or a natural trait held by a chosen few.

And it's not a secret hidden from view, in the corridors of the sales secret vault.

The ability to sell your product can be learned.

In this next series of "You Can Sell Anything," we are going to introduce you to two new ways to sell and increase your results along the way.

### The Secret of Selling Like You Talk

By now if you have read my previous article you should know your client or prospect.

In most cases, you do know how to talk to them. What language to use, what emphasis to put on certain benefits of your product, and by now what promises to make.

The secret to selling them these aspects of your product require you to have a conversation, in other words, sell like you talk.

I am no do it yourselfer!

An example I often use is a hardware store.

Most people that know me, know that fixing things and building things is not my strong point.

However, if I do need advice on doing something around the house, I go to the local hardware store.

I usually go and ask for advice.

99% of the time that advice is given from the salesperson (I am not sure if they even see themselves as salespeople) who is relaxed and easy to understand.

The style is conversational, they ask a few questions, listen, and then direct me or advise me.

Why can't we do that with our clients?

I bet you that the clients that keep buying off you have a great conversation with you, weekly or every other day.

As you talk you also want to sell your prospect with passion.

## The Secret of Selling with Passion

If there is no passion there is no momentum, speed. That's the second tip.

When you sell with passion, you come across as a believer in your product or service.

Your presentation and voice are stronger, more persuasive.

Even more importantly your energy around your product comes through, passion is the glue that sticks the sales together.

But, there is often a BUT...

You actually have to feel the passion for your product, and the secret to that is to study your product.

What are its strengths? Product knowledge rules when it comes to passion.

If you are selling a product that does amazing things get excited about it, tell lots of people why you love it.

Try and develop an internal passion for your product. [It all gets back to your own voice, yourself.](#)

The one true you.

Do the exercise on one of your own products.

Or even think of your favourite movie and go and sell it to your friends using all that you have learnt in these articles.

In the next article, I dive into exploring benefits.

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.