



**Never let the things
you want make
you forget the things
you have.
-mikebrunel.com**

Six Obstacles Preventing You from Achieving Your Goals at Media Sales (Part 2)

[In my last post](#), I talked about what I thought might be obstacles to achieving my goals for the past 12 months.

Here they are again.

The goal might have been too much of a stretch.

I did not give myself a realistic time to achieve it.

I did not allocate the right time and resources to make it happen.

I was not committed emotionally to it.

I did not WORK AT IT WITH THE SAME PASSION AS THE ONES I ACHIEVED.

I did not monitor it.

I hope to set big goals using these solutions by changing my mindset a little this year.

The goal might have been too much of a stretch – Maybe it's just working out a way to simplify it. Instead of saying, "I'm going to generate 50% more in sales for 2023", why not say "25% in first 6 months, balance for the rest of the year." It's perhaps just as simple as chunking it down.

I did not give myself a realistic time to achieve it – I set up small time frames, I might have expected to achieve it sooner, and when I realized that I did not have a show of getting it, perhaps I should have stopped and re-evaluated it.

I did not allocate the right time and resources to make it happen. Set time aside to work on that specific goal. Even if it is only an hour at a time.

I was not committed emotionally to it – get involved; if you are not committed, then it's not a goal; it's a wish.

I did not WORK AT THE GOAL WITH THE SAME PASSION AS THE ONES I DID ACHIEVE- This is where you chunk it down if your goal is to have 5 new clients a month and you are finding that challenging, then scope it back to 2.

I did not monitor it- Keep a journal. I got a great tip from an article I read on running up a journal of what you do each week. Just a summary. I use these headings –What I am grateful for, What opportunities I see- What I did- What I will do that week.

In my next article, I will talk about my one-hour-a-day idea.

Until then.

Mike (Goals are dreams on paper) Brunel

P.S.

Are you a salesperson? Probably – but not everyone here is. This is just for working salespeople among us.

Are you struggling to grow your clientele, ask the right questions, be better at presentations, build rapport quickly with your clients, close deals, and get real sales leads?

I used to be like that, but then I stopped doing the stuff that everyone else did and stopped

vomiting over my clients and telling them how wonderful I was. I changed my own game.

Put yourself on a different level. It's not more complicated. It's not more work than you already do, and it pays way more.

I'm offering everyone here in my group a Free Coaching Call. It's recorded and can go on as long as you need to get the best value.

The only condition is you invest in my Sales Blueprint Foundation Offer. Limited to the first 10 in my group.

Let me help you kick off 2023.

Here is the link...

<https://www.thesalesmindsetblueprint.com/SMB-Course>

Thanks!

PLUS: WHENEVER YOU'RE READY...

Here are 3 ways I can help you make more sales in your business – whether your business is big or small.

1. Try the new 7 Days to Sales Success Framework.

Make More Sales in 7 days. The framework of everything you need to start making more sales in your business. The Sales Success Framework is based on a simple 7-day challenge. [Click here to find out](#) how you can grow your business by increasing sales.

2. Join our Private Facebook Group – The Salesmindset Inner Circle. Get all the latest up-to-date sales ideas.

Every week we do Facebook Live updates on all things sales. Tips, ideas, free coaching, and much more. [Join me by clicking here](#).

3. Work with me One-on-One.

If you're a small or large business owner or in professional services, you might have a few strategies, tactics and tools away from doubling your lead flow, revenue and impact. Please jump on a FREE 15-minute Brainstorm call with me by [clicking here](#).

Have fun selling your stuff in 2023.

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. His products and services are now sold in 23 countries and in 11 languages generating \$350 million annually in sales for his clients. Mike sold the company in 2015 and now spends his time following his passions which include rugby, travel. His promise: "I can find thousands of dollars in your business within minutes - GUARANTEED" [TRY ME OUT!](#)