

“At a recent conference, I posed a question to the group:

“How well do you truly understand your customers?”

I asked this because many seemed uncertain about acquiring new business.

I presented this query alongside some additional words of advice.

“If you were to sit down with your most loyal customers and simply inquire, ‘Hey, you enjoy my service, why?’”

And “How well do you truly understand your customers and gather valuable customer insights?”

In the media industry, you can obtain all this valuable information for FREE when selling direct advertising to businesses.

Media companies conduct surveys of their listeners, readers, and viewers (TV) three to four times a year. Even digital platforms like Facebook provide even more detailed insights.

Now, you might wonder why I ask my clients why they chose to buy from me?

The reason is simple: I might discover some common factors among them.

For instance, I aimed to uncover which radio stations they prefer, their favourite TV programs, and how they consume news.

These clues enable me to target their potential customers better.

Let me share another secret with you.

While knowing your product is crucial, understanding the people who buy from you is even more vital.

Having insight into your customers, or what I call ‘people knowledge,’ is the key to achieving

success.”

Mike (Insights) Brunel.

PLUS: WHENEVER YOU'RE READY...Here are 4 ways I can help you make more sales in your business - whether big or small.

1. Want to become a Sales Mindset Blueprint Member? You get access to an exclusive coaching session with me and full access to my sales programme every month. Get the [deets](#) here.
2. 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 learn](#) how to grow your business by making more sales.
3. Join our private Facebook group - The Sales Mindset 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](#)
4. Could you 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 30-minute brainstorming call with me [by clicking here](#).