

# Shaw Notes



## EPISODE 33 – SELLING THE RIGHT WAY WITH MICHAEL DUNNE, EPIC SALES

Hey there, welcome to episode 34 of the Small Business Made Simple Podcast.

Thank you for lending me your ears today – I know you have lots of choices, so I sincerely appreciate me being one of them!

Today's episode is brought to you by my new downloadable Ultimate Beginner's Guide to Facebook Ads. This is a workbook full of exercises, tips and tricks on

how to get your first Facebook ad hitting the goal you need it too. To download it now, go to [www.socialmediaandmarketing.com.au/ads](http://www.socialmediaandmarketing.com.au/ads) - Facebook Ads will change your business forever if you get them right!

Today's topic is sales – but don't turn off yet! If you're in business, you're in sales – just like if you're in business you're in the business of marketing. We need to stop thinking of sales as something sleazy car salesman do on movies and take the ick out of it! Without sales, we have no business.

So, to help with today's episode, I've enlisted the help of my sales guru LinkedIn contact, Michael Dunne from Epic Sales.

If you don't like the idea of selling, then this is DEFINITELY an episode you should tune into. The way Michael talks about sales is just like sitting with an old friend, giving value.

But before I introduce Michael, let's do everyone's favourite section of the Podcast- the Discovery of the Week!

### THIS WEEK'S DISCOVERY!

This one I love - <https://recordscreen.io/> and it does literally what it says – it records your screen! I know there's lots of software out there that does this sort of thing, like Loom has been one of my discoveries before, but I love this one, because there's no sign up, no account needs – just go to <https://recordscreen.io/> and hit record. You can choose to record your screen only, with or without sound or have your face show up as a bubble on the screen – so your audience can see you too.

I can see this as a wonderful addition to your marketing. Record your screen and put it into an email or record a tip or tick for a client or your audience – literally the uses are endless.

And if we take, what I waffle on about all the time – the H2H – human to human aspect that we need to see more in our marketing – then hey, this could be a great tool for you and your business. Check it out.

As always, just a little disclaimer, my discoveries are just that and I am in no way affiliated with any of them but promise to tell you if I ever am. I just love them and from the response of my listeners, you guys, you are loving them too!

Hey and if you have a little discovery, or something you use in your business that you'd like to share, please do so. Email me at [jenn@jennodonovan.com.au](mailto:jenn@jennodonovan.com.au) or tag me @smallbusinessmadesimple. I really love to know what tools you use to help make your life simpler!

## SELLING THE RIGHT WAY WITH MICHAEL DUNNE, EPIC SALES

So, like I said, today I have a guest – Michael Dunne the co-founder of Epic Sales Group.

Michael and the team at Epic Sales, build dream sales teams that free us business owners up so we can scale sales and impact social change.

Michael has over 20 years sales experience in running sales teams, both in this own business and through a franchisee.

EPIC was founded in 2016 and since then we have built out over 30 sales teams with some of Australia's leading brands.

So, without waiting any longer, let's welcome Michael for a sales conversation with a difference.

### INTERVIEW WITH MICHAEL DUNNE – EPIC SALES

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I hope you enjoyed that interview as much as I did. I really enjoyed chatting to Michael and liked his approach to business and sales.

If you'd like to get in contact with Michael – all the links are in the show notes or hit him up for a connection on LinkedIn and start a conversation with him there. Oh, and if we aren't connected on there as yet – let's do that. LinkedIn is one of my fav places to hang out.

Sales are an important part of our journey as small business owners. And can I give you some advice, if you're the type of person who says, "I don't like selling" or "I don't feel comfortable selling or in sales" – you need to change your mindset and your language around that. Because, as we all learnt in the playground, you are what you say you are. If you continually say you're no good, then you will be no good at it.

You don't have to say out loud that you're awesome at sales, or I love sales – just stop saying out loud that you don't. So much of success is mindset. Remember that.

Ok, Got questions? I've got answers! Let's continue this conversation in my Facebook Group – [Like Minded Business Owners](#). Not joined yet. Well welcome ... let's do that! Link is in the show notes at [www.socialmediaandmarketing.com.au](http://www.socialmediaandmarketing.com.au)

I'll be back next Thursday with some more marketing know-how and another discovery of course.

If you're enjoying this podcast, don't forget to subscribe so you never miss an episode and share this with a friend. And maybe leave me a rating and a review wherever you listen in. Those things are like gold for podcasters like me! PS – you can leave more than one rating and review – just saying!

But that is all for Episode 34. I'd love to connect with you all on social – so let's get social on social – I'm on all the platforms, so let's do that!

*..... and remember small business peeps, as my opening song says, there's no point in dreaming small!*

# Social Media & MARKETING

