



# hoolock

Solving the equation of sales

# Newsletter

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## Welcome to the newsletter.

I recently came across an article titled "18 sales statistics you need to know right now". I'm sure that we are all aware that the pandemic has changed the way we operate in sales so I was very interested to see what I needed to know!

I can't say that many of the statistics were that new to me. The number one statistic was that at least 50% of your prospects are not a good fit for what you sell and I am not sure that is particularly new. Almost every time I work with a company we review what a good customer looks like and it is usually around 25% of their potential customers. However, I was surprised to read that budget was the most common reason that stronger sales opportunities were lost. This generally means that we have not persuaded our customer of the value of our product which we should be focussing on as soon as we have established their need. The other interesting statistic was the that most people did not ask for referrals. I will freely admit that I am guilty of this. I even implemented a referral policy to reward customers who refer me and I still don't ask! This is something that I'm going to try to do more of going forwards.

You can read the rest of the statistics here <https://salesinsightslab.com/sales-research/>.

## Typical Customer Problem

Based on the work that we have done with many customers over the years, we have developed a series of customer problems and suggested solutions. This month we are looking at the question of why your customer is not interested in your product.

Too many people just assume that a company will be interested or excited by their product, just because they are. They do not bother to spend the time understanding their business before they meet the company. Worse still, when they do meet them, they talk all about their product and don't try to understand the company's needs first. There is no point talking about your product before you are certain that your customer probably needs it.

You can read more about this here: <https://www.hoolock-consulting.com/customer-issues/why-wont-my-customer-buy>

## Online Training

We have a variety of online sales training courses available:

[How to find a great sales opportunity](#) - everything you need to know about finding great opportunities for generating revenue.

[How to maximise your chances of closing a deal](#) - Get the tools and information required to progress opportunities from idea to commission cheque.

[How to sell yourself as a consultant](#) (oil & gas specific) - How to successfully win work as a consultant.

[60 seconds in 60 minutes](#) - How to create interesting and memorable 60 second pitches at the start of business networking meetings.



The Equation of Sales - a free introductory sales course.

You can find all of these course here: <https://hoolock-consulting.teachable.com/>

### Upcoming Events

Next week we are exhibiting at the Surrey Business Expo in Guildford. It is on 26th and 27th April at Surrey Sports Park in Guildford. More here: <https://www.surreybusinessexpo.com/>

Our next Presentation Skills Training course is on Wednesday 18th May at the Pavilion in Guildford cricket ground. <https://www.hoolock-consulting.com/presentation-skills>

### Next Month's Webinar

Our next webinar is on Thursday 28th April at 15.00 UK time. In this session we will look at **How to get through the front door**. One of the most difficult things any sales person has to do is to make a first contact with a potential customer. This inevitably requires some form of cold calling, either over the phone or by email. Without a framework, most efforts will fall flat and not make the connection that you want.

Register here: <https://www.hoolock-consulting.com/webinar>

### Weekly Sales Tip

Each week we post a sales tip on YouTube. This is an example of one but you can find more here, [https://www.youtube.com/channel/UCK\\_qNaKPSA1KUt2QXyg1duQ](https://www.youtube.com/channel/UCK_qNaKPSA1KUt2QXyg1duQ)

Hoolock Consulting helps sales professionals to improve their performance through training and coaching so that they can win more deals and generate more revenue.



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