



hoolock

Solving the equation of sales

Newsletter

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Hoolock Consulting Limited

E: tim@hoolock-consulting.com

T: +44 (0) 7766 024602

W: hoolock-consulting.com



Welcome

It has been a long month! January is usually considered to be the longest month of the year but this year April has felt very long. I suspect that it is mainly because Easter was the last day of March and not in the middle of the month and it feels like a very long time since then. Added to the cold weather and rain that has beset the UK, it has not been a great month!

May promises to be very busy with two small exhibitions in Aberdeen, a long weekend in Athens, a Bruce Springsteen concert and a friend's 60th birthday party. Somewhere along the way I will need to do some work!

Learning Technologies

This month I attended an exhibition in London focussed on learning technologies. It was a really interesting exhibition with some fascinating seminars. The exhibition was extremely busy with many booths of all shapes and sizes. There were 11 seminar theatres offering a whole range of talks which were always well attended.

Almost every technology claimed to be "AI powered" or some such similar phrase. I have no doubt that they were but it made it seem that AI was not much of a differentiator for anyone. Beyond that, many of the booths were similar and made equally meaningless claims, for example, "Crafting learning solutions that enhance your business." Can you imagine crafting a learning solution that is harmful to my business? If not, you are not really telling me anything I could not already guess.

Some interesting facts that I learnt during the talks:

- Every minute, over 500 hours of content is uploaded to YouTube
- There was 400 times more data transmitted via the internet last year than all the words ever spoken throughout time.
- In 2025, there will be more work done by machines than by humans for the first time ever.

There is a longer write up of my thoughts from the expo on my blog, <https://www.hoolock-consulting.com/blog/2024/4/18/learning-technology-exhibition-review>

Do you want to buy my product?

Nothing creates more fear for a customer than this. They look at the product and think about everything that will need to change in order to accommodate it. No matter how good it is, they are inclined to avoid it because of the feat of change.

Conversely, if your customer knows that they need to change, then buying a product is an easy thing to do. It is just a means to an end.

If you start by selling your product, you are likely to encounter resistance. If you start by selling a reason to change, you are far more likely to be successful.

You can learn more about change and its impact on sales at <https://www.catalystforsales.com/>



This time next year, we will all be millionaires!

This is a classic line from the UK sitcom Only Fools and Horses, where the main characters were always doing dodgy deals to try to get rich. The next deal was always going to make them a million.

I was reminded of it a few weeks ago when a customer said that they had every intention of working with me, they just needed to sort a few things out first. They would definitely get around to it.

The problem is, something always comes up. There is always more to do. There is always something more important. Making a change in your business is difficult so we tend to defer doing it preferring to do the simple tasks that we think are important.

Making a change is difficult and things might not go smoothly at first. However, there is a good reason for the change and we need to focus on this rather than the process of change if we want to be successful.

Don't put off till tomorrow what will make a significant impact to your business today.

What can you learn about sales from three glasses of red wine?

I recently gave a talk to RB Inspire in Reigate. RB Inspire is a network of business mentors in RH1&2, helping small business owners develop their plans for business growth.

My talk was titled "What can you learn about sales from 3 glasses of red wine" – an appropriate title as we were meeting in a pizzeria. It seemed to go down quite well!

I recorded a video of the talk at home which you can watch here:

https://www.youtube.com/watch?v=_rtzfNd5Wgc



And Finally!

I saw this sign at Euston station recently and it made me laugh. It is refreshing to see people communicating in an interesting way rather than a conventional and boring way.

We will engage with people so much more if we communicate in interesting and stimulating ways and so have a much better chance of getting our message across.





Online Training

Check out our online training courses:

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

[How do I maximise my chances of closing a deal?](#) - Everything you need to know about giving yourself the best chance of winning sales deals.

[Sales Negotiations](#) - All you need to know to be successful during negotiations.

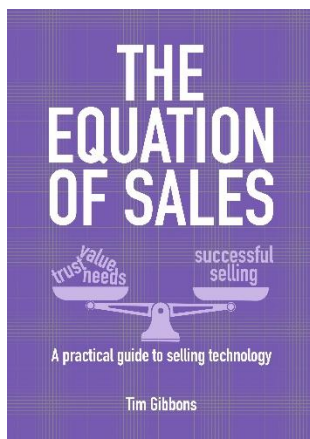
[Cold Calling](#) - How to be more successful at gaining a first appointment with a new customer.

[Selling yourself as a consultant](#) - How to successfully win more work as a oil industry consultant.

[60 Seconds in 60 Minutes](#) - How to create interesting and memorable 60 second pitches for the start of business networking meetings.

[The Equation of Sales](#) – Free. introductory training course for anyone working in business to business sales.

The Equation of Sales



The Equation of Sales is a practical guide to selling technology. It is the distillation of more than 20 years of sales experience into practical tools for people selling technology or technical services. The book will help you to understand how to establish trust with your customer, how to identify their needs and how to demonstrate the value of your product. As a result, you will make more sales and earn more commission!

While the book is most useful for people in the early years of their sales career, it can also provide value to people at any stage of their career. There are tools and techniques that can help even the most experienced sales people.

You can buy the book here: <https://www.shieldcrest.co.uk/about/featured-authors/tim-gibbons/>

Podcast

My podcast is available on all good podcast sites including Apple and Spotify or from <https://solvingtheequationofsales.buzzsprout.com>

Other Resources

We provide a variety of videos on YouTube, mostly short sales tips but also some longer videos recorded during webinars. You can find them here: <https://www.youtube.com/@hoolocktim>



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