



hoolock

Solving the equation of sales

Newsletter

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Welcome

I've just come back from a three week vacation! I haven't been away for that long for over 30 years! I can't recommend it highly enough. Despite early mornings, lots of travelling and much walking, I have returned refreshed and reinvigorated for the months ahead. Of course, I have no memory of what work I need to do but hopefully that will return! At least this was a short week and next week has a public holiday so it is a gentle return to the office.

Business Insights

Earlier this year I was at an exhibition where a company called Insights for Professionals had a booth. <https://www.insightsforprofessionals.com/> is a site containing thousands of articles covering IT, Marketing, HR, Business Management and more. It is possible to search all of these articles to find ones that are useful to you or build a resource library that is customised to your specific needs.

This is an incredibly useful, free resource if you are looking for either specific information or to research an area. For example, I'm trying to build my profile on social media and there is a vast quantity of data available to "help" me. I found a report called "New Ways to Drive Social Media Engagement with Data Analytics" which helped me to understand more about what I should be doing.

Why Change

I'm sure that you will know that I have written a sales book, called The Equation of Sales. I have always made one chapter freely available to download.

<https://www.hoolock-consulting.com/free-chapter>

It is Chapter 16, Why Change. I provided this chapter for free as my research through summer 2020 taught me that persuading customers to change is the biggest issue for sales people. Before they can buy your product, they have to change what they are doing.

This chapter has now been turned into a stand alone sales training course called Catalyst for Sales – you can find out more about it here: <https://www.catalystforsales.com/>

Grow Your Business Show.

Next month I am exhibiting at the Grow Your Business Show in Epsom;
<https://www.growyourbusinessshow.co.uk/>.

I am also giving a talk in the afternoon, titled "Building an efficient sales process to deliver business growth".

Every company needs to sell its products and services in order to stay in business. In order to grow, a company needs to find more customers and make more sales. By building an effective, repeatable sales process to identify the best customers, understand what they need and deliver value to them, businesses can rapidly grow and generate more revenue. This seminar will deliver some practical tips for building that process to enable businesses to grow further and make more money.



Sales Webinars

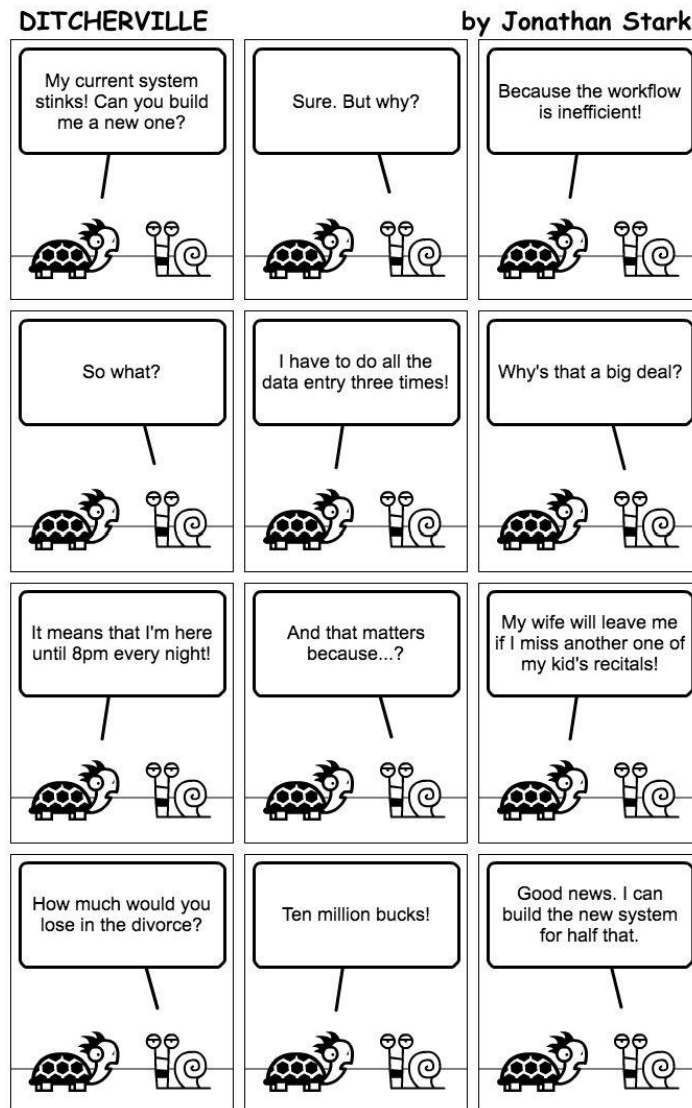
Every month I deliver a free sales related webinar. Next month the webinar will be from 15.00 to 16.00 UK time on Thursday 29th September 2022. In this webinar, we will be looking at how to get the most out of your sales meetings with customers. Getting face to face time with busy customers can be challenging so you need to ensure that you use that time well to progress your opportunity with them. Always have an objective that you need to achieve and a fall back objective if your main objective turns out to be unachievable.

You can register to attend here: <https://www.hoolock-consulting.com/webinar>

You can also access previous webinars here: <https://www.hoolock-consulting.com/previous-webinars>

Asking Questions

This is a great cartoon that I found, demonstrating how asking the right questions and funnelling down to the nub of the issue is so important in sales.



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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