



# hoolock

Solving the equation of sales

# Newsletter

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## Welcome

Two months down already! Maybe it is my age but time does seem to be flying much faster than normal. February has seen us celebrate Valentine's Day, National Sickie Day and Random Acts of Kindness Day! It is also a leap year so we will have an extra day this month.

For some reason, this month has not been my busiest so I have been using the time to record more episodes of my podcast, for publishing later in the year; developing and promoting my new charity service (more below) and developing potential new clients. Hopefully, as the days lengthen and the daffodils bloom, these efforts will also bring in some more work!

## Rewrite with AI

There is a relatively new feature on LinkedIn called "Rewrite with AI". It appears at the bottom of the pop up when you are writing a post and will do exactly what it says. It will rewrite what you have written.

Assuming that you are vaguely competent at writing, I do wonder about its value. However, I have found one good use for it.

I quite often post to a number of groups and I usually post about the same topic. By using "Rewrite with AI" I actually get a different post every time. I enter the same text to each group, rewrite with AI and I get a slightly different post each time.

This means that anyone who sees multiple copies of the post will read something slightly different each time.

I would exercise caution in using it. I have sometimes tried it and found that it reduced much of the message I was trying to give. However, it can be useful so is worth considering.

## Everything that you buy changes you

Every time you buy something, you change as a result of that purchase.

- Buy a new pair of shoes, your appearance changes
- Buy a sandwich, you no longer feel hungry
- Buy a cinema ticket, you are entertained and informed.

Everything that we buy starts from needing to change. It may only be a small change but it is a change.

If we want someone to buy something from us, we need to persuade them to change before we persuade them to buy our product.

They may already have realised that they need to change which makes the sale easier. However, if they have not, then we need to start with the change rather than the product.

You can learn more all about this at [www.catalystforsales.com](http://www.catalystforsales.com)

## Charity Sales Training

Many charities find themselves in the situation of needing to appeal to businesses to raise funds to support their critical work. However, they find this difficult and often struggle to know how to go about doing this work.



This is exactly the situation that most sales people find themselves in when needing to approach a new customer. They need to make some form of approach to that customer, often not knowing who to contact or the best thing to say to get a positive response.

Hoolock Consulting teaches sales people how to do these things in a simple and effective way. We teach people how to identify the right person to contact; how to effectively make contact and then what to say when they get to meet them.

We are now offering to teach these skills to charities so that they can benefit from our experience. Hoolock Consulting will provide a workshop for Charity focussed on making approaches to businesses so that they can be more effective at approaching them. The workshop will be appropriate for anyone who is working directly to bring in support from businesses, specifically Fundraising Managers and Corporate Partnership Managers, but also Chief Executives and Operations Managers who may also be involved in this activity.

The workshop will consist of:

1. Who to contact
2. How to contact them
3. Why should they work with you?

The workshop is provided essentially for free. All you need to pay is £8 per attendee plus travel costs. For more information, please visit: <https://www.hoolock-consulting.com/charity-sales-training>

## Lessons from The Apprentice

Ever since it started, about 18 years ago, I have been watching The Apprentice on BBC1. Whilst its American version help to promote Donald Trump, we cannot blame the UK version for such problems.

While it is first and foremost an entertainment programme, there are business lessons that we can learn from it. This year, I have been writing a blog post after every episode with some lessons that can be learnt. You can find them here: <https://www.hoolock-consulting.com/blog>.

Some immediate lessons are:

Whenever the teams have to buy something, they always claim to be negotiating but in reality, they are just haggling. They have no variables to offer other than price. They never make an attempt to try to create some value for the seller in return for lowering the price. When attempting to get a good discount, there has to be some incentive for the seller, not just the desire to get rid of them out of their shop!

In the first task, they needed to sell a corporate away day to some clients. With this sort of selling, you need to establish the client's budget at the start. Get them to tell you that before you start suggesting prices. That way, you can be more realistic when you ask for a higher price. Both teams went in with unrealistic prices and then struggled to make a profit because they had to reduce their process so much to meet the customer's expectations.

In the third episode, the teams had to pitch to potential investors. One team started with a surprising fact, which is a great way to start a sales pitch. However, they told the investors facts about their own industry and so did not really tell them something new. As a result, the pitch rather fell flat.



## And Finally!

I have never really liked rules! I much prefer guidance and ideas so these quotes really appealed to me:

*“Learn the rules like a pro, so you can break them like an artist.”* Pablo Picasso.

*“A person who never made a mistake never tried anything new.”* Albert Einstein

*“If you obey all the rules, you miss all the fun.”* Katherine Hepburn

*“It is never too late to be what you might have been.”* George Eliot



## 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.

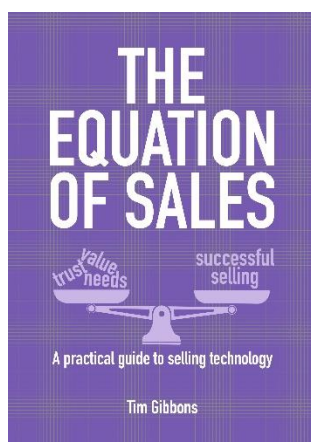
[Cold Calling](#) - How to be more successful at gaining a first appointment with a new customer.

[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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