



hoolock

Solving the equation of sales

Newsletter

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Welcome

I think that I can just about still say happy new year! It already feels like a long time since the holidays. Work seems to have got very busy very quickly. Talking to people since the new year, it feels like things are back to were they were in Q1 2020. I am very much looking forward to the year and I hope that it is successful for us all.

New Year Resolutions

Have you made any resolutions? Have you managed to keep them?

Most conversations about new year's resolutions end with the discussion of failure, about how we have not managed to make the change. It should not be a surprise. Change does not generally happen overnight. We first need to learn something new, then we need to understand the implications of this knowledge and how we can go about making the change. Only once we understand all of this should we try to actually make the change.

This is the same for our customers. Demonstrating new technology is not a sufficient reason to change. If we just do this and wait for the customer to make the change, we are unlikely to be successful. We need to start with the reason to change and demonstrate our product as the best way to achieve the change.

If you would like to know more about the change process, you can download my free infographic at <https://www.catalystforsales.com/infographic>

First Impressions Count

At the start of any year, we are likely to meet some customers for the first time. The best opportunity that you have for building trust with them is the first few minutes that you meet them. You may have spoken to them on the phone to set up the appointment so you will have formed some impression on your customer. However, the biggest impact you will have is in the first few minutes that you meet them in person.

When you first meet someone, they ask themselves two questions, can I trust this person and can I respect this person. As professionals, we may think that the respect is more important. After all, we want to be known as an expert. However, we will only be respected once we are trusted, it is trust that needs to be established first. Trustworthiness is the most important factor in how people evaluate you.

So, when you meet someone for the first time, focus on building trust rather than impressing them with your knowledge. Show up on time, dress appropriately, be friendly and polite, ask interesting questions unrelated to work.

Find out some information about the person in advance and ask them about that part of their life. Show an interest in what they are interested in even if it does not appeal to you at all. Get known, be liked, build trust and then demonstrate how you can help someone.

I'm a Director, Get me out of here!

Every year, I like to do something to raise money for charity. In the part, I have cycled



London to Brighton and the London Surrey 100 mile races; last year I walked 50km along the Thames footpath. This year, I'm doing something a little different.

On 30th June, I'll be undertaking a series of (horrible) challenges in aid of Crossroads Care Surrey. In Surrey there are over 130,000 unpaid carers. Over 10% of the population of Surrey are providing unpaid care to a person in need. Crossroads supports unpaid carers through a variety of services such as Care Replacement Breaks, Companionship Visits and emergency support.

You can find out more about the charity and the challenge here:

<https://crossroadscaresurrey.org.uk/imadirectorgetmeoutofhere/>

You can support me through sponsorship here: <https://www.justgiving.com/fundraising/tim-gibbons6>

Mole Valley Business Talk

The next free Mole Valley for Business Networking Lunch will take place on 9 February at Dorking Halls and I'm the guest speaker! I will be talking all about what does a good customer look like.

How do you know which customers are worth working with on a regular basis? Not everyone is and we need some objective criteria for identifying them. This talk will demonstrate why it is so important to avoid poor customers and how you can quickly and easily determine which companies are your best customers.

You can register for the lunch here: <https://molevalleyforbusiness.co.uk/2023/01/16/mole-valley-for-business-networking-lunch-speaker-tim-gibbons/>

I hope to see you there!

And Finally!

I always work better when I have too much to do rather than too little so I really like this quote from Leonard Bernstein.

"To achieve great things, two things are needed. A plan and not quite enough time!"

I hope that you have enjoyed this newsletter and have a great year.



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.

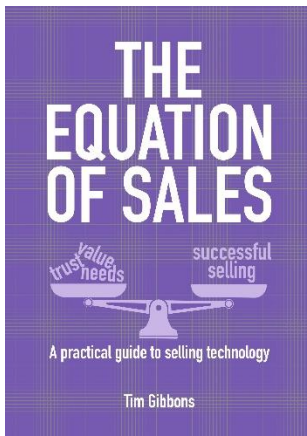
[Cold Calling](#) - How to be more successful at gaining a first appointment with a new customer.

[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/>

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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