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Solving the equation of sales

Newsletter

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Welcome

It is already the end of July and with August being vacation month, it means that we are already about two thirds of the way through the year! Like all others, it seems to fly by and already my time is being booked for October and I'm running out of time to deliver everything that I would like to deliver!

Recommendation

A few years ago, a connection that I had made on LinkedIn asked me for a favour. If they sent me a copy of their book, would I provide a positive review for it. It seemed like a good deal to me and it turned out that I was more than happy to review it. It is a really great book for anyone working in sales and I would recommend it to everyone. This is the description and link on Amazon.

'Seven Stories Every Salesperson Must Tell' takes you on a high-stakes sales journey, using stories to establish rapport and trust, deliver insight, inspire action and close the deal, and in doing so win new friends and collaborators. When you share purposeful stories in your client conversations, you'll create more new business than you thought possible.

<https://www.amazon.co.uk/Seven-Stories-Every-Salesperson-Must/dp/1925648699>

Sales Tips

My catalogue of sales tips on YouTube is slowly growing. You can find links to all of them here: <https://www.hoolock-consulting.com/sales-tips>

One of my favourite tips is to always ask "So What?" These are two of the most important words that a sales person needs to remember. When informing a client of the reasons why they should buy a product or service, make sure you ask yourself this question. If it is not abundantly clear what the answer is, then you have not described the benefits and value that the client will receive from your product.

Saying, "our product has an XYZ widget for faster processing" is not enough. You need to say "our product has an XYZ widget that will speed up your processing by a factor of 2, saving you time and money". Saving time, saving money, reducing risk are the simple statements of benefits that you should be looking to include. If you ask yourself "so what" and cannot state a clear benefit, your customer is unlikely to understand either and that makes it difficult for them to say "yes".

Volunteering

I had a bit less time to work this month as I was volunteering at Euro2022. This was a great experience and I would recommend it to everyone. This is a photo of me with the people that I was working with. As someone who works on their own most of the time, I really appreciated the opportunity to work with a team and the fun that you can have when working towards a common goal.



Online Training

Last week I launched my seventh online training course. You can find details of all of them here: <https://www.hoolock-consulting.com/online-sales-training>

To celebrate this launch, I'm offering a 50% discount on any course to the first seven people who ask for one. This does not need to be limited to recipients of this newsletter, feel free to pass it on to anyone else who you think would be interested. Just email tim@hoolock-consulting.com and tell me which course you would like to take and I'll send you a voucher.

Ending

I have seen this cartoon many times and it always makes me smile. It is really important as sales people to know the value that you are delivering and therefore what is reasonable to charge. Your customer is always going to ask for a deal. Be prepared to stick up for the value that you are delivering.



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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