



hoolock

Solving the equation of sales

Newsletter

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Welcome

It is 31st March and the end of the first quarter of the year. When I worked for a large corporation, the end of the quarter was always an important time as we had to close as many deals as we possibly could before the day ended. It was a day of crazy discounts, multiple phone calls and sweaty palms! It never really mattered how well we were doing, we were still expected to close every possible deal. I have to say that I do not miss those days!

As products and services evolve, subscriptions to products and services are more common than single purchases so the timing of deals is no longer such an issue. Revenue grows slowly over time but is much more predictable and therefore managing the business is less stressful. However, sales are still required and sales people still need the same skills to be able to close deals.

Leading with Service

Apparently more than 70% of adults across the globe believe that a person's status is no longer defined by what they own. Instead of owning products, customers want access to services. Subscribing and using services instead of owning products sets people free from hassles, maintenance costs, and constant upgrades.

This is certainly true of music for example. No longer do we buy records or CD's, we subscribe to music services such as Spotify. Software is delivered via subscription rather than a one off purchase. As a result, people get used to this type of service and so come to expect it more. For anyone working in sales, we need to consider how this might affect what we offer and how we offer it. Following from that, we need to ensure that our services are as good as they can be. Customers are more aware of what a quality service looks like and will act accordingly.

I recently came across a really interesting white paper all about this which you can find here: <https://www.zuora.com/resource/the-journey-to-usership-whitepaper/>

The surprising power of questions!

Among the most common complaints people make after having a conversation, such as an interview, a first date, or a work meeting, is "I wish he/she had asked me more questions" or "I can't believe she/he didn't ask me any questions."

Research suggests that people have conversations in order to exchange information (learning) and form an impression of the other person (liking). Recent research shows that asking questions achieves both.

The first step in becoming a better questioner is simply to ask more questions. Of course, the number of questions is not the only factor that influences the quality of a conversation. The type, tone, sequence and framing of the questions also matter.

So, whenever you meet someone, whether it is a customer, supplier, first date or family member, ask questions. You will build better relationships, enjoy yourself more and over time, earn more money.



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

Every year, I like to do something to raise money for charity. In the past, 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.

If just 20% of the people who receive this Newsletter sponsor me £5, then I will double the amount that I have been asked to raise so if you can consider this, I would really appreciate it.

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>.

Podcast

My new podcast has finally been launched. It is called Solving The Equation of Sales. Its primary purpose is to help anyone who is new to sales to be more effective in their role but I am sure that it will be interesting and useful to anyone who is working in sales.

There is a lot to learn for anyone who is new to sales. This podcast is a mixture of chat, ideas and training that can help you to improve your sales performance and close more deals. You will learn from me and my guests about the things that they have learnt over their careers that can help you as you start your career in sales.

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

I am also on the look out for more guests for the podcast. If you work in sales and would like to be interviewed for approximately 20 minutes, I would love to hear from you.

And Finally!

Tomorrow is April Fool's Day, an annual custom on 1st April consisting of practical jokes and hoaxes. Apparently, a common prank is to carefully remove the cream from an Oreo and replace it with toothpaste! Newspapers and broadcasters typically publish a spoof story on this day every year.

In 1957, the BBC broadcast a film in their Panorama current affairs series purporting to show Swiss farmers picking freshly-grown spaghetti, in what they called the Swiss spaghetti harvest.

In 1965, the BBC supposedly conducted a trial of a new technology allowing the transmission of smells over the airwaves to all viewers. Many viewers reportedly contacted the BBC to report the trial's success! In 2007, the BBC website repeated an online version of the hoax, as did Google in 2013, in tribute.

Take care tomorrow!!!



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.

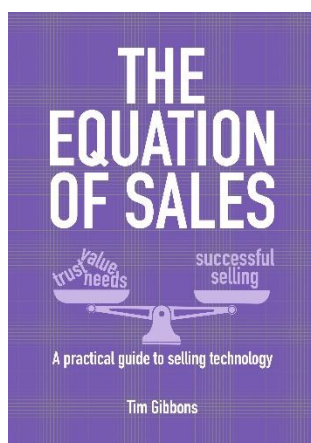
[Cold Calling](#) - How to be more successful at gaining a first appointment with a new customer.

[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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