



hoolock

Solving the equation of sales

Newsletter

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Welcome

Happy Easter!

It is a long weekend here in UK this coming weekend which will be the first significant break that I have had all year so I am looking forward to it. Daylight Saving Time is also starting so the nights will be longer. However, the weather does not look particularly promising so outdoor activities may not be on the agenda just yet.

Talking with people recently, there is a general feeling that business is not as busy as it would like to be. No one can be certain of the cause though the small recession in UK, uncertain outlook and upcoming general election may be causing it. At these times, it is tempting to do things differently which is a reasonable response. However, it is just as important to continue to do the right things by your customers. This will pay off, you just might have to wait a while for you to see it.

You can't teach an old dog new tricks!

When I talk to people about sales training, I quite often get told that the sales team cannot be taught anything new. I find this such a disappointing attitude.

We should always be open to learning something new and even when we have been doing a job for many years, we can still learn new things. We also forget things. No one remembers everything from every training course that they have ever done.

We remember what resonates most with us from the training and apply that to our job. The rest is ignored. However, that does not mean that it is not worth knowing. It just means that it was not so relevant to us at that time. The content of another course at a different time will resonate differently and we will apply different elements of what we have learnt.

Don't stop learning just because you have been on a course before. Our brains are much bigger than a dogs and we can learn new things, even when we have a few grey hairs.

We have always done it that way!

I hate that people do things because "that's what we have always done". I do not think that this is a reason to do anything. There is no doubt that when a process was first adopted, it was the best process and adopted for the right reasons. However, things change.

Do something because it is the right thing to do. It may still be exactly the same as the last time, which is fine, but remember, if you always do the same thing, you will probably get the same results. If you are looking to achieve something new, you have to try something new.

Doing something different requires us to change and that is often scary. As human beings, we tend to avoid change if we can as we know that it requires an effort to make it successful. However, there are potential downsides to not changing so we have to open to change.

Doing something different often requires us to buy something new so that is great for those of us who work in sales! Change is a catalyst for sales. So, if we want to persuade someone to buy something, we need to start by persuading them to change rather than trying to persuade them to buy. If we start by trying to persuade them to buy, they will understand that they will need to change and therefore they will be inclined to avoid it and so not proceed with the purchase.



Podcasts

Two new episodes of my podcast have been released this month.

In Episode 3, I discuss how we can go about demonstrating value to our customers and chat with my guest, Alastair Macleod, all about his career in sales.

In Episode 4, I discuss which customers we should focus on in the short term and chat with Martin Dazley all about his career in sales.

I am still looking for a couple more guests for episodes later in the year if anyone would like to participate. All it involves is a half hour chat online with only the audio recording used for the podcast.

You can find these episodes and more at <https://solvingtheequationofsales.buzzsprout.com> or on Apple, Spotify and all good podcast outlets.

Some More Lessons from The Apprentice

I'm continuing to watch The Apprentice and blog about the lessons that you can learn from it. Here are a few from this month's episodes.

While grabbing the audience's attention with startling facts is a great way to start a sales pitch, if you are telling your audience things that they already know, you run the risk of looking silly. Make sensible claims about your product during a sales pitch, don't try to claim it is world beating as Version 1 seldom is! Tell the story of the product development as this informs the buyer of so much about the product.

When starting a negotiation, think about your starting point and the other sides walk away position. If you start too far away from their opening position, you run the risk of insulting them and not getting as good a deal as you might have done. I do wonder if the candidates are just trying to look tough by starting so far away from the other side but it is not particularly working.

Think about how you are pricing your product. When the candidates were selling tickets for a tour, they quoted prices for a single ticket. However, everyone they were selling to was part of a pair (or more). It is much better to state a slightly inflated price for one ticket immediately followed by the price for two which is less than twice the price for one. This way, the buyer feels like they are getting a good deal whereas in reality, you are getting the price that you want.

And Finally!

My family think that I am a bit of a pedant as I often question what they have said as it does not make sense. The reality is that I know what they mean, they have just expressed it badly.

I "correct" them, partly to try to make a joke but also partly because language matters. This headline was in a newspaper recently.

"Revealed: walking as few as 4,000 steps a day can reduce the risk of dying."

Now, I suspect that we can all understand this but the reality is, we are all going to die and nothing can change that so the headline as it is written is materially incorrect.

Hopefully I am not the only person who finds these things funny!



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.

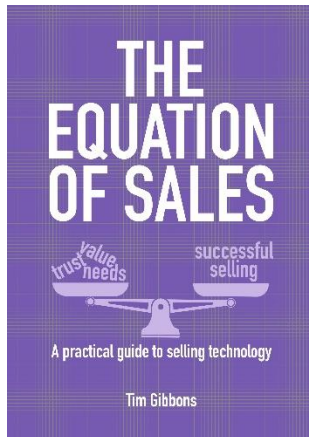
[Cold Calling](#) - How to be more successful at gaining a first appointment with a new customer.

[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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