



# hoolock

Solving the equation of sales

# Newsletter

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# Welcome to our May Newsletter

I generally maintain that no sales person likes cold calling. I know that it is true of me and many of the people that I talk to. However, there are companies that are constantly doing it and companies whose sole purpose is lead generation via cold calling. So, does it work?

This week I participated in a poll on LinkedIn about cold calling where nearly half of the respondents suggested that they got over 60% of their business from cold calling. Conversely, I had a conversation with someone who maintained that cold calling was inefficient and should not be done.

One study published online

(<https://www.baylor.edu/business/kellercenter/doc.php/194525.pdf>)

suggests that it can take over 200 calls to make one appointment when cold calling. This is clearly inefficient! However, another study

(<https://www.rainsalestraining.com/sales-research/sales-prospecting-research>)

records that nearly 70% of people will accept a cold call from a sales person and that, when they are looking for a solution, they are actively wanting people to call them.

So, what's the right approach? Clearly calling anybody and everybody is unlikely to be very effective. However, a targeted campaign with the right questions can be extremely beneficial. By asking the right questions at the start, you can quickly eliminate people who are not interested before you waste anyone's time. With people who answer positively, you can quickly get to the purpose of your call which is to have an initial meeting.



## Typical Customer Problem

I don't understand why my customer won't buy my product!

People who have developed their technology from scratch implicitly understand why they developed it and how useful it is. They identified a general need, developed a solution and are now promoting it. In general, they are the best people to promote it because they understand why they developed it and will be the most enthusiastic presenters of it. However, not everyone is so keen to adopt new technology or understands the need that the developer has identified. This can lead to frustration on all sides.

Read more at: <https://www.hoolock-consulting.com/customer-issues/why-wont-my-customer-buy>

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## Online Training

I recently launched a Negotiation Skills Online Training Course. Students who take this course will be fully prepared for a negotiation that delivers a win-win result. They will have a range of variables that they can trade with the customer so that both parties can feel happy with the results of the negotiation. They will feel confident that they can conclude a successful negotiation.

Learn more at: <https://hoolock-consulting.teachable.com/p/sales-negotiations>

# Upcoming Events

Our next webinar is on **Thursday 30th June 2022**. In this session we will look at **How to convince your customer to buy**. Even if you have a great product that your customer desperately needs, there are still other factors that can impact your customer's buying decision.

Register here to attend: <https://www.hoolock-consulting.com/webinar>

Our next Presentation Skills Training course is on Wednesday 15th June in Guildford.

More details here: <https://www.hoolock-consulting.com/presentation-skills>

## Sales Tip

This short video is all about why you should always stay engaged with clients even if they initially reject your product.

<https://youtu.be/iEigKb-p3j8>

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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