



# hoolock

Solving the equation of sales

# Newsletter

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## Welcome

This is the last newsletter of the year as I intend to put my feet up and relax over the holiday season. I would like to take the opportunity to thank you all for your time and interest in my ramblings over the year. Thanks to everyone who has commented on the newsletter or told me when the formatting all went wrong! It is much appreciated.

I would like to wish you all the very best for the holidays and I hope that you have a great new year.

## Improving Productivity

I recently came across this article in Harvard business Review about improving the productivity of sales and marketing. It is a really useful article and well worth taking the time to read.

<https://hbr.org/2023/06/3-strategies-to-boost-sales-and-marketing-productivity>

Most companies increase revenues by increasing sales and marketing costs. Very few are able to increase revenue consistently without an associated increase in costs. Those that do, generally do three things:

1. Focussed on the right customers, not necessarily the ones who have bought in the past but the ones who will buy in the future.
2. Improve the skills of the sales team so that they are as effective as they can be
3. Use technology to help integrate sales and marketing.

Number 1 is something that I do with almost every customer that I work with and obviously 2 is the reason I do what I do so you might imagine I was very happy to read this article!

## New Service for Charities

When talking to various people at charities, they have frequently all told me the same thing, they struggle to know how to approach a business for support. Charities are obviously reliant on donations to do their work and support from business is crucial to that. However, knowing who to approach and how to approach them is often a problem.

This is the same problem that is faced by all sales people every day. It is something that I teach on a regular basis and so it seems obvious to extend that offering to charities. I am therefore going to be offering a one-day workshop that will cover:

Who – Who do you approach?

How – How do you approach them?

Why – What do you say when you get there?

As these results are likely to be different for every charity, the workshop will be private for each charity.

There will be no charge for the workshop except for the expenses incurred in delivering it which should be no more than £100. Further details will be coming in the new year so look out for them.



## Exhibitions

I have written many times before about exhibitions and the poor attitude shown by people who staff the booths. I was at an exhibition recently and saw all the same things.

There are two significant things that will improve the experience of your potential customers at an exhibition:

1. Make it obvious how you help people. This does not mean listing what you do, it means telling the customer what you do for them. If it is not obvious, the chances are they will not approach your booth as they do not know why they should.
2. Engage with people. You cannot engage with people if you are sat at the back of a booth working on your laptop. No one is going to approach you. Say hello and then ask them what they are looking for at the exhibition. I did actually get asked this a few times recently and it actually came as a shock. Most people just said “how are you?” or worse still, said hello once I had walked past.

If you have spent the money on a booth, make the best use of it. You only have one chance to make a great first impression with the people walking past so don't waste it by ignoring them.

## Why trust is so important

When your customer has a choice about which product to buy, it will probably be decided by small things. These are the things that make your product unique. There are almost certainly other products that do similar things but it is your uniqueness that will ensure that you win.

When thinking about why your solution is unique for your customer, do not forget your relationship with the customer. While this is not part of your solution, it can have a bearing on the decision that the customer makes.

If you have become a trusted advisor, then that relationship will make a difference to how your customer views your solution. If there are areas of doubt, then any promise that you make to eliminate those doubts will help to remove them.

If there is little trust, then any promise that you make will be ineffective. This is why trust is so important, especially when there are only a few small differences between your solution and the competition.

We all prefer to buy from someone that we like and trust and while it is not the first consideration when choosing a product, it will be part of the process.

## And Finally!

If you are looking for some end of year entertainment and / or new ideas, here are some of my favourite videos that I use in my training:

<https://www.youtube.com/watch?v=Nj-hdQMa3uA>

<https://www.youtube.com/watch?v=8S0FDjFBj8o&feature=youtu.be>

[https://www.youtube.com/watch?v=HPs\\_hMo5Hyk](https://www.youtube.com/watch?v=HPs_hMo5Hyk)

<https://www.youtube.com/watch?v=-2iZjxSGca8>

<https://www.youtube.com/watch?v=BAj2j26kuzo>



## 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.

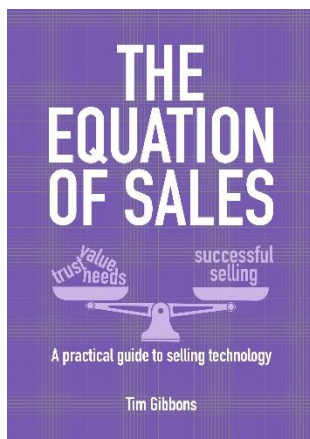
[Cold Calling](#) - How to be more successful at gaining a first appointment with a new customer.

[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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