



hoolock

Solving the equation of sales

Newsletter

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Welcome

Welcome to the last newsletter of the year. As the end of the year is rapidly approaching, I have no doubt that most sales people are exclusively focussed on the deals that they need to close before the end of the year. I know that I am. As a result, I will not be distracting you by creating a December edition. Good luck with getting those deals done.

Communication Skills

Last week I delivered a training course in communication skills. While great communication is important in sales, it is just as important in all other roles and in our personal life. Communication is defined as the two-way process where a message in the form of ideas, thoughts, feelings, opinions is transmitted between two or more people with the intent of creating a shared understanding.

When communicating, it is important to remember these seven things:

1. The message should be clear and easily understandable by the recipient.
2. It should be sent at the correct time and using the correct language.
3. It should include all the required information.
4. It should be clear with no room for misinterpretation.
5. It should be long enough to convey the message but no longer.
6. It must recognise the receiver's knowledge, mindset, background etc.
7. It must be mindful of the receiver's feelings and viewpoints so that it is positively received.

Black Friday Offer

Since Black Friday is now a thing all around the world, I am joining in by offering a 50% discount on my two headline online training courses. The courses will therefore cost £50 plus VAT instead of £100 plus VAT. They are:

- How to find a great sales opportunity
- How do I maximise my chances of closing a deal?

Both courses are intended for people who are relatively new to working in sales. They could be someone whose sole job is sales, a one-person company that needs to sell their services to others or someone just starting their own company that needs to sell their products but is not sure how to go about it. The courses will also be helpful for people who have some experience but want to improve their sales performance.

If you would like to utilise this offer, please let me know and I will send you a voucher code. Please also feel free to pass on the offer to anyone else who you think might benefit from taking the training.

Sales Exhibition

This week I attended a sales innovation exhibition (<https://www.salesinnovationexpo.co.uk/>). I have attended it a number of times in the past, all prior to the pandemic, and always found it useful. This year was no different although I definitely noticed that there were fewer exhibitors there than in previous years. Hopefully this is just a result of it being the first show



after the pandemic has ended and attendance will improve in future years.

There were some interesting exhibitors there along side the well-established names. The one significantly new thing that I noticed was the use of video to communicate. Two companies stood out to me that were doing this,

60seconds (<https://www.sixtyseconds.video/>) who provide the ability to build videos in minutes and then track their impact once you send them to customers.

PlayPlay (<https://playplay.com/>) who provide the capability to create videos that are engaging and on-brand, with no previous editing skills required.

Sales Podcast

Next year I will be launching a sales podcast called “Solving the Equation of Sales”. As part of my research before doing this, I had a look at what other sales podcasts exist. There are hundreds! I am not a fan of pushy sales or shouty trainers so I didn’t enjoy many of these.

However, one I found that I did like is called Sales Chat Show (<https://www.saleschatshow.com/>). Essentially it is just three people talking about sales. One particular episode contained an idea that I had forgotten about and that was an account audit. This is a meeting with a significant existing customer to review the quality of your work with that customer. This covers all aspects of your interactions, including sales, operations and finance. Its purpose is to find out what you are doing well and what you can do better. We often forget that it is not just our product that has an impact on our customer. Ensuring that all of our interactions are delighting our customer is very important if we want to retain them as a customer.

Four Candles

During the communication skills training that I mentioned above, I used some examples of poor communication. This video in particular is a great example. While it was written as a comedy sketch and now has legendary status within the UK, it is a fine example of how not to communicate. I hope that you enjoy it!

https://www.youtube.com/watch?v=gj_6SagVQSw



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.

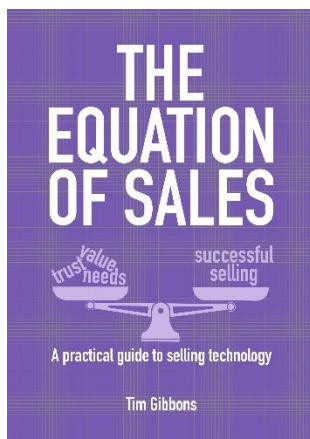
[Cold Calling](#) - How to be more successful at gaining a first appointment with a new customer.

[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/>

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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