



hoolock

Solving the equation of sales

Newsletter

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Welcome

Welcome to the end of October and Autumn. It feels crazy that we are only a few weeks from the end of the year. However, it feels even more crazy that it is now two and a half years since the first lockdowns were announced in UK. Lockdown changed so much about how we work, where we work and who we work with.

In keeping with a turbulent world, next month sees the first winter football World Cup. I've had all the fixtures in my calendar for a few months now and hopefully will be watching most of the matches with more than half an eye! No doubt some work will get in the way but I can't wait for it to start.

Skills

I watched a webinar this week that discussed how artificial intelligence could be used to provide coaching to employees. The webinar started with some interesting statistics about skills:

- The skills required to perform a job increase by 10% each year
- 67% of HR leaders strongly agree that coaching leads to improved performance

I was rather sceptical about AI providing coaching till I met someone else this week who has developed technology to help with capturing the knowledge that we have in our heads. Having understood how that works, I can see how AI can help with coaching. However, I suspect that it will take a long time to catch on as many people will struggle to accept it.

No matter how it is delivered, the need for training and coaching is still very real given the way work is developing and the need to increase skill levels by 10% each year.

Feedback and Referrals

It is almost impossible to buy anything these days without being asked for a review. Every product listed on Amazon is likely to have lots of reviews and many people will base their decision to buy on these reviews. I have a whole page on my website just for reviews. <https://www.hoolock-consulting.com/feedback> if you want to read them.

However, reviews are passive. Referrals are a positive action and can lead to significantly more business. SalesWorld reports that "Salespeople who actively seek out and exploit referrals earn 4 to 5 times more than those who don't." and DaleCarnegie report that "91% of customers say they'd give referrals but only 11% of salespeople ask for referrals."

So, this is me asking for a referral! If you have worked with me and appreciate what I do, please can you send me the details of someone else who you think would benefit from my services. In return, I'll send you a small edible gift (<https://www.thelittlewhisk.co.uk/product-page/brownie-box>). If I end up doing any work for this person, then I'll send you a larger gift!

Paddi Lund – the crazy Australian dentist!

Many years ago, I was fortunate enough to hear Sir Clive Woodward speak. He was promoting his book and talking about England winning the rugby world cup. During the talk, he introduced us to the writings of Paddi Lund, the crazy Australian dentist. <https://www.paddilund.com/>.



Paddi set about completely changing his approach to customers to make them, himself and his team much happier. Not only did he succeed, he made more money in less time.

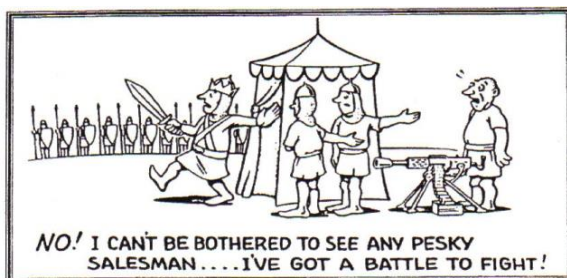
It is a fantastic story and one that I would highly recommend that you read. All of his books can be bought as eBooks from the website.

The Sales Cycle

A few weeks ago, I ran a poll on LinkedIn asking the question, “Are sales cycles longer than 5 years ago?”. There was unanimous agreement that they were. Last night I chaired a round table discussion on the same topic and again, all were in agreement.

It was more difficult to find the reasons for this. The pandemic was certainly one as it resulted in such an upheaval in the way that people work. When so many people are working in different locations, they are not able to have a quick chat with a colleague quite so easily and as a result, decisions get delayed. There also seems to be less time available to people to make a decision even though they can improve their productivity and output as a result.

I included this cartoon in the last edition of this newsletter but it seems appropriate to include it again as a result of these discussions!



I'd love to know if you have any comments on this, particularly if you are seeing the sales cycle speed up.

Technology Accelerator

Over the last few years, I have worked as a mentor on the technology accelerator programme for the Net Zero Technology Centre, <https://www.netzerotc.com/disruptive-innovation/tech-x-clean-energy-accelerator/>.

Each year, 12 new companies go through a programme to help them to develop their technology, interact with potential customers and learn new skills. All of this enables them to bring their product to market quicker than they might otherwise do.

It is amazing to see some of the technologies that are being developed, from creating diamonds from captured carbon, to batteries made out of cotton and new blades for wind turbines that mimic bird wings.

It is not only a great pleasure to work with these companies but it is really exciting to see the innovation that is being applied to climate change problems.



What people think of me

I put this picture together a few years ago when presenting to my colleagues all about the sales team. I think it reasonably captures people's ideas about us!



What my friends think I do



What my parents think I do



What my colleagues think I do



What my customers think I do



What I think I do



What I really do

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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