



hoolock

Solving the equation of sales

Newsletter

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Welcome

My son is finishing his dissertation for his degree this week and I was talking to him about it last night. He commented that the idea that you “tell them what you are going to tell them, tell them and then tell them what you told them” does not work for his type of dissertation. The bulk of the work is very factual but his conclusion needs to show what he has learnt from these facts. In other words, he has to demonstrate what relevance these facts have.

It reminded me of what I had been teaching all week. I was teaching a group of non-sales people about sales and stressed, time and again, that for every fact that they stated, they needed to explain why it was important to their customer. Unless your customer understands why they should care, they will struggle to know why they want your product. It may be obvious to you but it might not be to your customer.

Presentation Skills for Charities

I am delighted to announce that my free training course specifically for charities is returning this year! Presentation Skills for Charities teaches you how to make great presentations that persuade your audience to support your charity.

This training course is designed specifically for Fundraising Managers and Corporate Partnership Managers who are responsible for promoting charities to organisations to secure long-term relationships for their charity. These roles require great presentation skills as well as the ability to persuade.

Like all skills, presenting confidently requires training and practise. This course will provide the participants with the knowledge of how to build a great presentation and the time to practise it in a safe environment.

Reigate and Banstead Borough Council have kindly offered us a room at no cost to provide this training so the course remains free to attend for all participants. The course lasts for one day and will run three times in 2023. Full details can be found at <https://www.hoolock-consulting.com/presentation-skills-for-charities>.

If you know anyone who might be interested in this course, I would be very grateful if you could let them know.

What does a good customer look like?

This is the most common element of almost every training course that I do. People often assume that everyone is a good customer but that really is not the case. Not all companies want to buy from us today, we may not have a cultural fit with some companies. I have known companies that will ask for everything but buy nothing.

Bad customers waste our time and potentially waste our money. We should not go chasing them on a regular basis. We may not want to ignore them completely but we should not spend our time trying to develop business with them.

By contrast, good customers will buy from us on a regular basis and provide us with great feedback about our products. As a result, they are much easier to sell to and we make lots of money from them.

Good customers will have similar characteristics which we need to identify and then look for these in other companies. Some general characteristics which can help are:

- How big are they?



- Where are they located?
- Where are the decision makers located?
- Do they pay on time?
- Do we have a good relationship with them?

Don't sell a product, sell a reason to change

Any product, no matter what it does, has to be incorporated into your customer's processes or workflows. If it does not, then it is a waste of money. So, if your customer is going to incorporate it, then they need to change those processes. Unless they can understand the reason to change, and can be persuaded that the change is more important than staying as they are, then they will not change and will not buy your product.

So, rather than selling your product, you have to start by persuading your customer to change. This is explained in more detail in our White Paper, which you can download here: <https://www.catalystforsales.com/download>

Technology Innovation

I work with a lot of technology companies and am always interested to see new technology and how it can help us. Getting an idea off the ground and being built can be very difficult without help. Fortunately, there are lots of technology accelerator programmes that can help.

Since 2013, KPMG has been running a technology innovation competition and entries are open for the 2023 edition. This is for fast growing scaleup businesses from early stage to accelerated growth. By entering, you get to pitch your innovations and present your growth ambitions to local and global industry experts.

If you are or know anyone in this position, they can enter here:

<https://kpmg.com/uk/en/home/services/private-enterprise/tech-innovator-in-the-uk.html>



And Finally!

I came across this picture recently and it made me laugh. I am not sure that it is really the difference between sales and marketing but it is certainly the difference between a good sales pitch and a great sales pitch.





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.

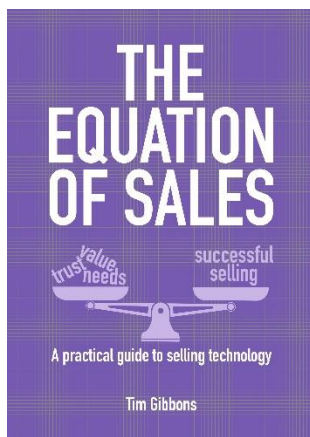
[Cold Calling](#) - How to be more successful at gaining a first appointment with a new customer.

[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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