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Solving the equation of sales

Newsletter

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Welcome to the newsletter.

I spent most of last week recording sound and video for my new online training courses. I had the house to myself so expected it to be silent but the various storms made for some extra unwanted sounds. I'm now in the process of editing and quality checking all of the results before releasing the courses over the next few months.

I've also been asked to contribute to various forums and discussions and been interviewed by Connections Radio so it has been a very busy month. Links to all of these will be provided once they are published.

You can read more articles of interest on my blog. My latest article was all about the five critical things that you have to do to maximise your chances of success. You can read it here: <https://www.hoolock-consulting.com/blog/maximise-chances-of-closing-deal>

Typical Customer Problem

Based on the work that we have done with many customers over the years, we have developed a series of customer problems and suggested solutions. This month it is *"Our customers cannot see a difference between us and our competitors."*

While we all have competition, there is usually something unique about what you offer. It may not be the whole of your product, it may be small aspects of it. Equally, it might be something less physical, like your relationship or your delivery time. There will always be something that gives you an edge. However, make sure that it is relevant to your customer.

You can read more at <https://www.hoolock-consulting.com/customer-issues/why-are-you-unique>

Upcoming Events

I'm very excited to be exhibiting and speaking at the Business Revival Series Show at Excel in London on 9th and 10th March. My talk, at 11.00 on Thursday 10th, is titled, Why Change?

Change is happening everywhere, in weather, fashion and processes. However, as human beings, we are resistant to change. To succeed in sales, you must persuade your customer to change before you can persuade them to buy your product. This seminar looks at why change is hard and what you can do to overcome your customer's resistance to be successful in selling.



You can register for free tickets here: <https://businessrevivalseries.co.uk/>

Webinar

Next Month's Webinar will be all about sales negotiations. I happen to love negotiations, not just because I know that my customer wants to buy from me but because it often involves finding a deal that suits both parties and there needs to be some creativity about how you manage that.

If you would like to attend, you can register at <https://www.hoolock-consulting.com/webinar>



We provide a variety of sales tips on our YouTube channel. This is an example of one but you can find more here, https://www.youtube.com/channel/UCK_qNaKPSA1KUt2QXyg1duQ

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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