



hoolock

Solving the equation of sales

Newsletter

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Hoolock Consulting Limited

E: tim@hoolock-consulting.com

T: +44 (0) 7766 024602

W: hoolock-consulting.com



Welcome

For those of us in the northern hemisphere, days are getting longer and while it is still cold (at least it certainly was walking my dog this morning), there are signs of growth everywhere. Buds are forming on the trees, snowdrops are flowering and birds are building their nests. Spring is nearly here and that means time to get things done. Anything that we plant now will be flowering soon.

This applies to sales as much as anything else. Everyone should have a good idea of what their year will look like and if we want to be successful, we need to lay the groundwork now. Form those relationships, build momentum to your deals and focus on those that will deliver the greatest return.

Artificial Intelligence (AI)

I've been working with AI tools for a number of years now and have been experimenting with ChatGPT this year. The use of AI is having amazing results in all sorts of areas. So, it is very amusing to read this in the paper recently:

"Google's riposte to ChatGPT has got off to an embarrassing start after its new artificial intelligence-powered chatbot gave a wrong answer in a promotional video, as investors wiped more than \$100bn (£82bn) off the value of the search engine's parent company, Alphabet."

Ooops! Not only did it give the wrong answer but no one who created the video thought to check. AI is extremely powerful but as with everything, it needs to be used with care. To demonstrate that, I asked ChatGPT to write a haiku about sales and this is what it came up with:

Sales are in full bloom,
Bargains tempting all who pass,
Wallets soon empty.

Which is great but of course it has understood "sales" to be about discount sales in shops rather than the activity of selling.

Having said all that, I have found it extremely useful both to learn about things and also to provide input to articles.

If you want to try it for yourself, you can find it here: <https://chat.openai.com/>

LISTEN / SILENT

Listen has exactly the same letters as silent! How weird is that?

If we are going to ask our customer a question, it makes sense to listen to the answer. However, listening is not the same as hearing! Our brains are extremely clever at filtering noise and we can tune out background noise and not notice it. We may hear it but we do not listen to it. As the saying goes, there are none so deaf as those that refuse to listen!

Listening requires us to actively want to hear what is being said. Our individual biases and ideas sometimes mean that we hear the information that we want to hear but ignore information that we do not want to hear. When we are talking to our customer, we want to ensure that we hear everything, whether we like what is being said or not.



This is not easy and requires practise. Start by listening to your partner, children or friends. Given them your whole attention and you will see the difference that it makes to your interaction.

Sales = Help

I talk a lot to small business owners and people with very technical backgrounds who feel very uncomfortable about sales. With all of them, I just try to point out that sales people are just trying to help you. Yes, they are going to get paid as a result of it but they are just trying to help.

Think about the people who work in a shop. They are known as shop assistants. Assist is just another word for help. They are there to help you to find the items that you are looking for. They will take your money in return for these items and probably will get paid commission as a result but their primary aim is to help you.

So, if you are ever struggling with sales, just think about how you can help your customer. Don't think about how you will make money out of it, just think about helping them. It may take a bit of time, but you will get paid in the end and far more than you ever would have been paid if you just tried to sell something.

Podcast

Over the years I have tried a number of ways of promoting myself and my business and this year I am starting a podcast. The reason for doing this is that it gives me the flexibility to record it anytime over the course of the month but more importantly, it gives the listener the chance to listen to it at a time of their choosing.

The podcast will be called "Solving The Equation of Sales" – not a great surprise there I am sure! The podcast is a mixture of chat, ideas and training that can help you to improve your sales performance and close more deals. Each episode focusses on one of the elements of The Equation of Sales and includes an interview with a guest sales person. I've already recorded six interviews, I just have not had time to create the finished products.

If you would like to be a guest on the podcast, I'd love to chat with you. Please let me know.

The first episodes will be issued during March so look out for them where ever you subscribe to podcasts.

And Finally!

Everyone's Friday can be improved by seeing a picture of a cute puppy!



I hope that you have enjoyed this newsletter. Have a great weekend.



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.

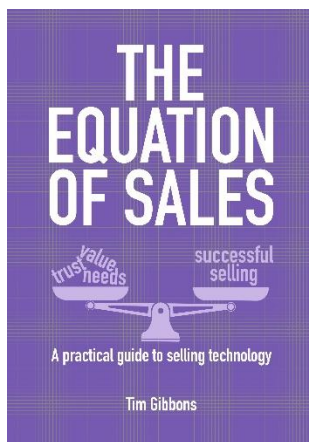
[Cold Calling](#) - How to be more successful at gaining a first appointment with a new customer.

[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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