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Solving the equation of sales

Newsletter

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Welcome to the newsletter.

This is the first newsletter that we have produced. It is designed to keep customers and interested parties up to date with our activities and events. I hope that it proves useful to you. If not, you can always unsubscribe!

Having delivered a variety of training in a variety of formats over the years, 2022 is all about focussing on three things:

Online training - basic sales training available anytime from any location

Public training - presentation skills training in Guildford

Private training - "Why Change" delivered specifically for individual customers.

You can read more about the background to Why Change in one of our blog articles, <https://www.hoolock-consulting.com/blog/world-cup-of-sales-problems>.

Upcoming Events

Business Revival Exhibition

We are exhibiting at the Business Revival Exhibition at Excel in London from 9-10 March. We are also speaking about Why Change. More details here, <https://businessrevivalseries.co.uk/>

Surrey Business Expo

We are exhibiting at the Surrey Business Expo in Guildford on 26th and 27th April. More details here, <https://www.surreybusinessexpo.com/>.

February Webinar

We are providing a series of webinars this year, covering a variety of sales topics. The next one is on Thursday 24th February 2022. In this session we will look at **How to maximise your chances of closing a deal**. Sign up here, <https://www.hoolock-consulting.com/webinar> if you would like to attend.



We provide a variety of sales tips on our YouTube channel. This one is about reciprocity and doing the right things for your customer, even when it is difficult.

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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