



hoolock

Solving the equation of sales

Newsletter

Volume 3

Issue 1

Date 30.01.2024

Hoolock Consulting Limited

E: tim@hoolock-consulting.com

T: +44 (0) 7766 024602

W: hoolock-consulting.com



Welcome

Happy newish year!

I think that this is probably the last time that I will be saying anything about it being a new year. January always seems to be the longest month, despite having no more days than any other month!

It is always interesting to think about how long we should continue saying “Happy new year!” Last year I ran a poll to see what people thought. Interestingly, the results were a bit inconclusive as you can see here:

https://www.linkedin.com/posts/tim-gibbons-hoolock_sales-business-technology-activity-7018562021180739585-5fFC

This year I ran a poll about how soon you should contact a client in the new year. This time there was a more conclusive result with the second week of the year being the consensus. You can read more about that here:

https://www.linkedin.com/posts/tim-gibbons-hoolock_sales-business-technology-activity-7153325117551382528-sUvW

Sales Data

We cannot go anywhere or do anything these days without being asked for feedback. Digital sales enable us to capture all sorts of information about almost any activity that we do.

Data has been used in sales for many years to understand when, where and what was bought. However, it is a lot more difficult to know why something was bought and there is limited data available to answer this question.

The trick is to design your sales process to help to answer this question which this really interesting article helps to show.

<https://elitebusinessmagazine.co.uk/sales-marketing/item/quest-for-data>

Of course, there is no substitute for actually talking to your customer. I saw an advert on the train recently for a CRM system that stated “Unlock sales success with xxxx CRM, Software designed for winning deals.” No amount of data or software can do the job for you. You need to talk to customers to be successful in sales.

Podcast

My podcast is back for 2024 with more episodes and more guests. Episodes will be released every three weeks between late January and early December. The first episode, Getting to know your customer, with Harald Sundalskeiv of Cognite is now available.

The podcast is a mixture of chat, ideas and training that can help you to improve your sales performance and close more deals. The bulk of the podcast is an interview with a guest who chat about the things that they have learnt over their careers that can help you as you start your career in sales.

The podcast is available at <https://solvingtheequationofsales.buzzsprout.com> or on Spotify, Apple and other podcast outlets.

If you do listen to the podcast, I would really appreciate a review if you enjoyed it.



Cold Emailing

I get contacted by people on a daily basis trying to get me interested in their products and services.

Cold emailing does work, as evidenced by two people who were recently on Dragons Den who persuaded Megan Markle to wear their jewellery simply by emailing her. You can watch their pitch here, https://www.linkedin.com/posts/tim-gibbons-hoolock_it-was-a-battle-in-the-den-last-night-who-activity-7156572906171285505-e2Bs .

However, not everyone does this as well as they clearly did. Two recent examples that I have received are:

“Dear [first name],”

And

“If you are interested in our services or have any questions, please feel free to reach out to us at [Your Contact Information].”

If you are going to contact someone, even if your email is not great, the least you can do is to fill in the blanks!

If you are struggling, console yourself with the knowledge that when Steve Jobs was trying to get funding for Apple, he cold contacted 100 people with very little success. It takes persistence and the right message to be successful.

Lessons from The Post Office

There has been a lot of talk about the post office in UK recently, thanks to the fabulous drama, Mr Bates vs Post Office. For anyone who is not aware of this gross miscarriage of justice, you can read the background here: <https://www.radiotimes.com/tv/drama/mr-bates-vs-post-office-true-story/>.

Many of the Post Office’s actions seemed to be driven by the desire to “protect the brand” of the post office, so that people would still think it was a great company.

That has somewhat backfired!

As a result of prosecuting innocent people, making false claims and generally behaving like a bully, all to maintain their reputation, their reputation now lies in tatters.

One of the best managers I ever had always used to say, “Do what you are happy with. If you would be happy to see your face on the front page of the newspaper the next day, describing what you have done, then that’s fine. If you would rather not, then don’t do it.”

This is advice that I have stuck to ever since. I will always endeavour to do what is right, not necessarily what is popular. It is not always easy but I think that it is the right thing to do.



And Finally!

Having sat on my own for dinner more times that I care to remember, this cartoon really made me laugh recently.





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.

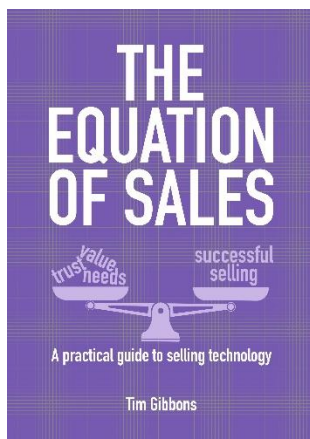
[Cold Calling](#) - How to be more successful at gaining a first appointment with a new customer.

[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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