



# hoolock

Solving the equation of sales

# Newsletter

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Welcome



## Welcome

This month sees yet another new format and distribution system for my newsletter. I am constantly trying to ensure that everyone who has asked to receive it does actually get it and it does not get caught in spam.

I am very grateful to my friend Richard Patterson ([rich.paterson@paac-it.com](mailto:rich.paterson@paac-it.com)) for two tips that hopefully have helped to reach more of you this month. Richard runs PAAC-IT (PAAC = personal attention and care!) so if you are in need of any IT help and are based in SE England, please give him a call.

## IT Tips

Richard's two suggestions to me were:

1. Check the "Spammyness" of your Emails. You can do this using <https://www.mail-tester.com/>. Simply follow the instructions, which require you to send a test email to a specific address and it will then tell you the likelihood of your email being delivered. Mine was 4.5/10 when I first tested it but 8.5/10 once I had made a couple of changes.
2. I have tried using all sorts of tools to send emails but Richard suggested using Mail Merge within Word. I had used this to create letters etc in the past but had never considered it for emails. It works very well and is very easy to do.

Incidentally, Richard also introduced me to password managers that manage all of your online passwords so that you can have different, complex passwords for every site that you use. I have over 100 different passwords in use in LastPass and it works really well. It is much easier than trying to remember them all, using the same password or keeping a spreadsheet of them all!!

## How often do you get your car serviced?

Servicing looks at the main parts of the car and ensures that they are still working effectively. Over time, parts of our cars will wear out or become used such that they need to be replaced. These are identified during the service and repaired before they can become a problem. If the tyres only have a small amount of tread left, we can choose to replace them. We usually replace brake fluid every few years to ensure that our brakes are working correctly.

Do you do the same for your business? When was the last time that someone external reviewed your business processes to see if they were still effective? The market has changed over the last few years; your business and the people in it will likely have changed. If you are still doing things the way that you always were, you may not be doing them the best way.

No matter how experienced we are, we are not experts in every area of our business. I have worked in IT most of my working life but the simple tips above show just how little I know! While we all know how to drive and put fuel in our cars, we are typically not experienced enough to service our own car. Getting the help of outside experts can really benefit your business.

If you would like us to review your sales processes, we would be very happy to do that. You can find out more about the process here: <https://www.hoolock-consulting.com/sales-process-review>



## Cultural Differences

For anyone who works across different countries, it is important to bear in mind that different countries work in different ways and the people in those countries behave in a different way. Most people will know that there are differences between Americans, Australians, Japanese and French people. However, there are subtleties of differences between some countries that must be appreciated in order to be successful. In order to build trust with someone from another country, it is important to understand the differences between your country and theirs.

Professor Geert Hofstede conducted one of the most comprehensive studies of how values in the workplace are influenced by culture. He defines culture as “the collective programming of the mind distinguishing the members of one group or category of people from others”. This gave rise to the six dimensions of national culture which is used worldwide in both academic and professional management settings. Many more details can be found here, [www.geerthofstede.com](http://www.geerthofstede.com).

If you are working with people of different nationalities, I strongly recommend that you review the information here. I was recently working with a British person who worked for an Italian company trying to sell a product to a Malaysian company. Understanding the cultural differences between all of them was crucial to success.

## Online Training

I have been looking for a new home for all of my online courses for a while and have found one! All of my online courses are now available on <https://hoolock-consulting.cademy.co.uk>

Nothing else has changed so the following courses are immediately available:

- How to find a great sales opportunity
- How do I maximise my chances of closing a deal?
- Sales negotiations
- Cold Calling
- How to sell yourself as a consultant in the oil and gas industry
- 60 seconds in 60 minutes - perfect for business networkers
- The Equation of Sales - a free introduction to sales

If anyone would like to take any of these courses, I am happy to give you a 50% discount on the price if you sign up during August. Just send me a message and I will send you a voucher to use when you check out. You do not need to complete all the training in one go, you have access to it for as long as you want.

## And Finally!

Thanks to everyone who sponsored me for I'm a Director, get me out of here!

14 brave directors faced a series of challenges, some nicer than others, to raise money for Crossroads Care Surrey. We held reptiles, eat fermented duck eggs and sheep's testicles; ran races and at the end, the losing team (not mine fortunately), got gunged. So far, we have raised £16,944 to help the 130,000 unpaid carers in Surrey.

Many thanks to Aria Care for hosting the event and cleaning up afterwards and to David Annand and his team for organising it all. Congratulations to my fellow team mates Mick Newton, Chrissie Bacon, Richard Paterson, Jade Binsted, Nick Howes and Tara Morris.





## 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.

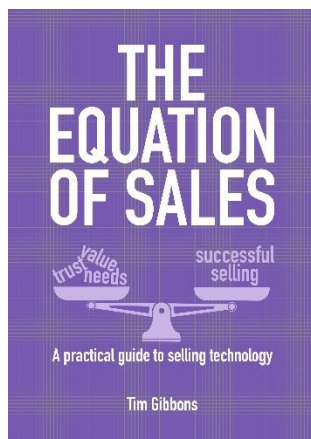
[Cold Calling](#) - How to be more successful at gaining a first appointment with a new customer.

[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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