



hoolock

Solving the equation of sales

Newsletter

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Welcome to our June Newsletter

Vending machines kill 4 times as many people as sharks per year.

It is commonly known that when a customer reviews the responses to a tender, they are, in the first instance, looking for reasons to eliminate some. They do not want to have to read and evaluate all of the responses so they look for reasons to reject some. This is why it is so important to be compliant in your response as a lack of compliance is an easy way to eliminate responses.

It is the same when you contact a potential customer out of the blue. They are looking for a reason to reject your approach. They are probably busy or distracted by what they are doing to be interested in what you have to say. To avoid this, you have to start by telling them something they do not know, or at least something that you believe they should not know; hence the statistic above!

Of course, what you tell them should be related to what you want to talk to them about but it should be intriguing enough to get their attention so that they listen to you.

For anyone doubting the value of cold calling, there are some interesting and useful statistics on this HubSpot blog, <https://blog.hubspot.com/sales/cold-calling-statistics>.

For anyone who would like some help, my next online training course will be dealing with cold calling. It will be published next month so look out for information about it.

Typical Customer Problem

My clients seem to lose interest during my presentations.

In a recent survey, 95% of respondents said that they had sat through a bad presentation recently! That is shockingly bad! The problem with most sales presentations is that they are all about the product or seller, not about the customer. Sales presentations should be all about how the seller is going to help the customer. That's really the only thing that the customer is interested in.

Read more at: <https://www.hoolock-consulting.com/customer-issues/uninteresting-presentations>

Online Training

There are now three, sales specific, online training courses available for you to take at any time. These are:

How to find a great sales opportunity (<https://hoolock-consulting.teachable.com/p/how-to-find-a-great-sales-opportunity>).

How do I maximise my chances of closing a deal (<https://hoolock-consulting.teachable.com/p/how-do-i-maximise-my-chances-of-closing-a-deal>).

Sales Negotiations (<https://hoolock-consulting.teachable.com/p/sales-negotiations>).

If you would like to try before you buy, you can take our free training course, The Equation of Sales: <https://hoolock-consulting.teachable.com/p/the-equation-of-sales>

Upcoming Events

Our next webinar is on **Thursday 30th June 2022**. In this session we will look at **How to convince your customer to buy**. Even if you have a great product that your customer desperately needs, there are still other factors that can impact your customer's buying decision.

Register here to attend: <https://www.hoolock-consulting.com/webinar>

Our next Presentation Skills Training course is now in September. We are using a different venue, in Dorking, so are able to reduce the price of the training to only £300 per person.

More details here: <https://www.hoolock-consulting.com/presentation-skills>

Sales Tip

This tip is all about following up with customers, understanding their decision and finding out why they said no.

https://youtu.be/S47YLa_vVMY

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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