



# hoolock

Solving the equation of sales

# Newsletter

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## Welcome back to the sunshine!

For anyone not in the UK, the return of sunshine might not be such a shock but it does feel like a long time since it was warm and sunny.

This month I was at the Business Revival Show in London. It was great to be back out meeting people again and talking about their issues. I made some great connections and I'm looking forward to seeing where they lead. In April, I'll be at the Surrey Business Expo. This is a much smaller show so it will be fascinating to see what the difference between them is.



## Typical Customer Problem

Based on the work that we have done with many customers over the years, we have developed a series of customer problems and suggested solutions. This month we are looking at the question ***I am not sure which customers I should be meeting in the next six weeks.*** Working in sales requires a constant need to keep all parts of the sales process in progress. This requires new customers to be found, new customers to be met with, existing customers to be met with, opportunities to be progressed and deals closed. Only by working all elements in unison can a constant flow of business and revenue be maintained. Read more about the answer here: <https://www.hoolock-consulting.com/customer-issues/meeting-the-right-customers>

## Upcoming Events

Surrey Business Expo, <https://www.surreybusinessexpo.com/> on April 26th and 27th at Surrey Sports Park, Guildford.

Presentation Skills for Charities. This is a free public training course on Wednesday 30th March, for anyone working in corporate fundraising for a charity. More details at <https://www.hoolock-consulting.com/presentation-skills-for-charities>.

Presentation Skills Training. Our next public course is on Wednesday April 20th in Guildford. More details here: <https://www.hoolock-consulting.com/presentation-skills>

## Next Month's Webinar

Next month's webinar is on Thursday 28th April and is all about cold calling. One of the most difficult things any sales person has to do is to make a first contact with a potential customer. This inevitably requires some form of cold calling, either over the phone or by email. Without a framework, most efforts will fall flat and not make the connection that you want. This is online and free to attend. You can sign up for it here, <https://www.hoolock-consulting.com/webinar>.

You can also watch previous webinars here: <https://www.hoolock-consulting.com/previous-webinars>

## Sales Tip

We provide a variety of sales tips on our YouTube channel. This is an example of one but you can find more here, [https://www.youtube.com/channel/UCK\\_qNaKPSA1KUt2QXyg1duQ](https://www.youtube.com/channel/UCK_qNaKPSA1KUt2QXyg1duQ)



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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