



hoolock

Solving the equation of sales

Newsletter

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Welcome

I cannot believe that it is nearly the end of the year. It was so warm at the start of October in UK, then I went on vacation to sunny Italy. All of a sudden it was cold and dark and less than two months till Christmas! In reality, this means that it is about six weeks till everything winds down and no one is interested in talking to you.

For anyone working in sales, this has two implications. You only have six weeks to finish deals that need to be closed this year. You also need to be positioning yourself for next year. From a sales training perspective, few people agree new training at this time of year as their teams are focussed on closing the year but they are definitely thinking about training for next year.

While it is important to close out this year successfully, you cannot afford to forget that it all starts again in January!

Different Work

I have worked in the energy industry for most of my career and most of my work still comes from this area. This is mainly due to what I know and who I know. I have tried very hard to find work in other areas but building those relationships takes time. However, I am now doing some work that is a somewhat classic sales role that is totally unrelated to the energy industry.

I am working for Lite RADIO to sell advertising for them. Lite RADIO is a regional radio station for the South East of England, playing a variety of easy listening favourites from the 60s through to today. You can listen to it here: <https://www.literadio.co.uk/>.

Nearly 90% of the UK's population listen to the radio on a weekly basis and Lite RADIO estimates that it is attracting 45,000 weekly listeners. Radio advertising is also very effective as it is difficult to skip and you can get lots of repetition which results in people remembering the advert.

As a result of this, I am also advertising on Lite RADIO so tune in and have a listen!

Upcoming Events

November is always a time for major exhibitions and there two coming up that would be well worth attending for anyone who works near London.

The Great British Business Show (<https://www.greatbritishbusinessshow.co.uk/>). The Business Show provides a platform for entrepreneurs looking to start a business or SMEs looking to grow and develop their business. It has over 200 exhibitors and runs alongside a number of other exhibitions that offer related services such as the Future Working Show and the International Franchise Show.

The Sales Innovation Expo 2023 (<https://www.salesinnovationexpo.co.uk/>). The event features sessions on everything from Sales Engagement, Enablement and Intelligence to Leadership and Sales Techniques along with chances to experience some truly cutting-edge technology first hand. It also runs alongside the Marketing Technology Expo and the B2B Marketing Expo.

I'm also excited to be exhibiting at the Business Women in Surrey Scale Up Your Business Event. This is on 15th November in Guildford and features an evening of panel discussions and networking to help people to grow their business. To find out more and to book please click here - <https://ow.ly/cNIJ50Q0wOR>



Sell the next step not your product

I was talking to one of my customers this week who has been working with one of their customers for 20 months and has still not finalised a deal. Some deals can be closed quickly but some, for a variety of reasons, take a lot longer. This particular deal is going well and they expect to close it around the end of the year.

It is really important to always remember that the sale of a product to every customer is made up of a number of smaller sales along the way. You will need to make an initial approach, have a number of meetings, make a presentation and negotiate before you ever shake hands on a deal.

At every stage in this process, you just need to sell the next step. You are highly unlikely to make a sale at the end of a cold call. You will need to persuade the customer to meet with you, possibly meet again etc before you reach the end. It is a series of small steps.

Throughout, you must be continually asking yourself, “Why should my customer care about this?” “Why should they be happy to move to the next stage?” You will both be aware of the end goal and its potential, but the customer has to know why each stage of the process is important and what they will get out of it.

Focus on selling the next step and you will have far more success than if you try to just sell your product.

Practising what you Preach

A few weeks ago I failed to follow my own advice! I was scheduled to give a Business Masterclass at The National Franchise Exhibition. It was due to last half an hour and I assumed that I would simply be giving a presentation via a screen to an audience in front of me.

When I arrived, I found no screen, just a flip chart and round tables. I had assumed what the set up would be and not bothered to check. Anyone who has sat through one of my presentation skills courses will know that I always say to check the setting before you arrive to know what you will be faced with.

Fortunately, I had arrived early enough to be able to reassess my delivery method and work out how I would make use of the available facilities.

If you would like to ignore my advice as well, consider booking my training course, <https://hoolock-consulting.cademy.co.uk/presentation-skills-in-person>.

Useful Posts

I frequently repost LinkedIn posts that I think will be useful to my connections. These are a few of them:

For anyone who needs HR support:

https://www.linkedin.com/posts/tim-gibbons-hoolock_speedy-hr-specialist-legal-support-activity-7123302863778295808-4EXt

For virtual assistants:

https://www.linkedin.com/posts/tim-gibbons-hoolock_to-all-the-vas-out-there-do-you-sometimes-activity-7120812043082846210-TFC5



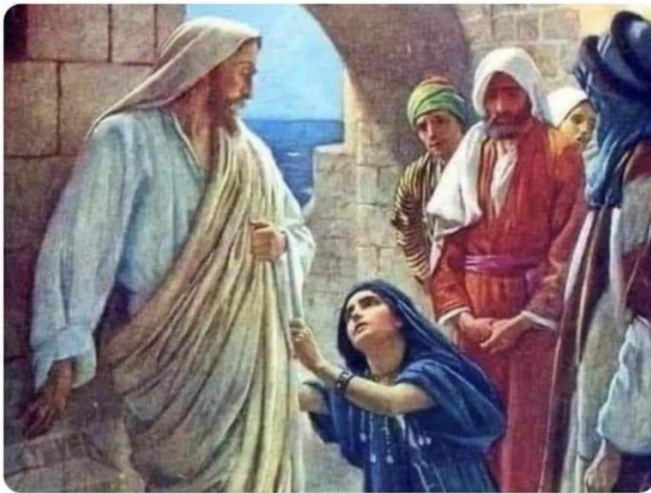
The Employers Hub for Unpaid Caring

https://www.linkedin.com/posts/tim-gibbons-hoolock_whether-you-are-a-small-or-large-business-activity-7123607686650224640-1eH3

And Finally!

As it is nearly Halloween.....

I already told you
I am not turning your water into
pumpkin spice latte





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.

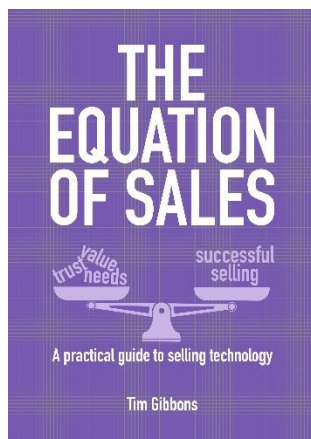
[Cold Calling](#) - How to be more successful at gaining a first appointment with a new customer.

[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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