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Improve your Sales Performance With Hoolock Consulting

The Equation of Sales

Trust

Before buying anything, the buyer has to trust that the product can do as it claims. In B2B sales, this mostly means trusting the seller. It is unlikely that the seller can provide a 100% guarantee that their product / service will solve the client's need so the buyer needs to take a leap of faith, which means trusting the seller. If the seller cannot be trusted, then the buyer will not proceed.

Needs

No business buys something that they do not believe that they need. Before the seller can sell anything, they need to identify that need and position their product as the solution. If not, then they are wasting their time trying to sell to the buyer. This means that the buyer's need must be established before the solution is ever presented.

Value

Buyers can derive value in many different ways from a solution but they must derive some value, a return on their investment. While it is easier to measure this in monetary terms, it is not always necessary. What is necessary is that they buyer understands the value they will receive. The seller therefore needs to be able to articulate this as it relates to the buyer's business.

No sale can happen without all three factors being present and it is the role of the sales person to ensure that they are. Trust always comes first, followed by establishing needs and finally demonstrating the value. If you can do all three with your client, then you will be able to be successful.

Trust * Need * Value = Successful Selling

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Why Hoolock Consulting

What are your Objectives?

This is the starting point for all of our work, what are you trying to achieve? Typically, companies would like a stable, growing revenue stream and want to avoid sporadic, difficult to predict revenues. In addition, they want happy customers who continue to buy their products and services.

It is also important for the sales team to be happy, motivated and well skilled so that they are keen to come to work and stay with the company for a long time.

What is stopping you?

Sales teams can have a variety of issues that prevent them from being successful. These might include not having sufficient client meetings; not meeting with the right people; not asking the right questions when they do meet the client; not being able to translate the features and functions of their solutions into value for the client.

Sales requires a well-defined process to be followed and if the wrong process is followed, then people will waste time and be unsuccessful.

What should you focus on?

Improving the effectiveness of a sales team requires three elements:

Effort – increase the number of client meetings;

Focus – meet with the right people who can influence a decision to make a change;

Skills – improve the level of skills within the team.

How does all this help?

Increasing the number of meetings with customers increases the number of opportunities found. This has been demonstrated by any company that has tracked activity from the start of the sales process, not just from the time that an opportunity has been found. However, just meeting with anyone is not sufficient, sales people need to meet with the people within the customer who can influence the decision to change. Typically, between 5 and 8 people will be involved in the decision to buy and they all need to have input to the process. Finally, by improving the skill levels within the team, you can improve the effectiveness in each meeting and thereby improve overall productivity and success rates.

Why Hoolock Consulting?

Hoolock Consulting can provide the technology required to monitor the effort of the team in a fast and efficient way to be able to manage their day to day activity.

We can provide the training required to improve their skills such that they can be more effective in each meeting, focus on the best opportunities and win more business.

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Training Modules

Hoolock Consulting can provide a variety of services depending on a client's needs. Our initial questions will be what? and why? "What do you want to achieve?" and “Why are you unable to do this now?”. With these, we can then build some initial ideas as to how we can help you. We build training courses to match your requirements and based around the products and services that you provide so that the results can be applied immediately by the sales team.

Our training modules include:

Trust:

- Building Trust; why is this important and how do you go about doing it.
- Customer Research; what is the basic information that you want to know about a customer, how do you find it and why do you need to know it?
- Good Customer; what does a good customer look like – this allows you to focus on the best customers for you rather than trying to approach all possible customers.
- How to get through the front door; how do you sell an initial meeting so that a customer is prepared to spend the time to meet with you.
- The Science of Persuasion; what small things can you do that help convince a customer to use your services?
- Presentation Skills; how to present in an interesting and compelling way such that your customer is persuaded to buy your products.

Needs

- Needs Identification; how can you find out what your customer needs so that you can match your solutions to these.
- Validation; how to ask open, opinionated questions to determine exactly what needs they have and how important they are.
- Active Listening; how to listen such that you understand everything that your client is saying to you.

Value

- Why change? Why should the customer choose to do something different from what they are currently doing?
- Why are you unique? Why should the customer choose you rather than the competition?
- What does a good opportunity look like? How do you ensure that you don't waste your time chasing unprofitable opportunities?
- Different Buyers; What are the different people that you need to meet and how do you deal with them?
- Value Selling; how to sell your value rather than your product.
- Negotiation Skills; how to manage your negotiations for a win-win position and to close the deal successfully.

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Tim Gibbons Biography

Tim has 20 years of sales and commercial experience gained with three major technology companies. He held a variety of managerial, sales and business development roles in each organisation, demonstrating an ability to grow the business he was responsible for in all cases. He has experience of selling computing technology, data and services in Europe, Africa and Australia.

In 2015, Tim founded Hoolock Consulting to provide sales services to technology and engineering companies needing some additional support. Tim provides training and consultancy services to companies looking to improve their sales skills. This can be either as formal classroom training or one-to-one mentoring for individuals. The training is tailored for each company, based on their needs and on their products and target market. This can also include follow up work, developing specific sales strategies or attending customer meetings to mentor sales teams.

Tim also sells on behalf of a number of clients. Building trust with customers, understanding their needs and articulating the value of the products he is supplying are the cornerstones of his approach. This was summed up by Merv Swan, a former Halliburton Executive, who said "*Tim is a sales rock star especially when it comes to building trust and coaching clients. His technical expertise combined with business experience is second to none.*"

Feedback from clients

"All our staff thought it was the best Sales Training day they'd had." Kirsten Bevan, Global Marketing Manager, Chemostrat Ltd

"Tim combines both theory and practical exercises to create an entertaining, engaging and relevant course." James Mansell, Director, Clear Solutions Ltd