

Emotional Intelligence and Likeability

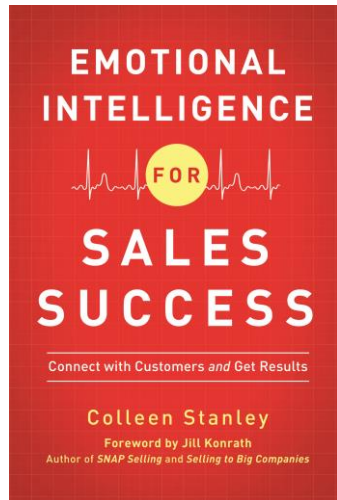


**By Colleen Stanley
President, SalesLeadership, Inc.**

Emotional Intelligence and Likeability

Sales EQ

How the Best Salespeople Connect with Clients



We live in a high tech world. Salespeople have iPhones, iPads, Blackberry's, Skype, IM and a heap of other devices and mediums to keep them connected. It's important to understand that in a high tech world, "old" principles of influence still work in building relationships, friendships and connections. Russell Granger, author of *The 7 Triggers to Yes* says, "Liking is a pre-requisite for most other triggers to be effective. Miss out on liking and friendship, be disliked and virtually nothing else will work." In simple terms, **people buy from people they like.**

How many sales managers reading this chapter have been on a sales call where the prospect shares a problem and the salesperson jumps into a "verbal assault"? They move to solution mode instead of validating the prospect and asking questions to better understand the implications of the problem. The salesperson's product dump moves the likeability score to zero and no second meeting is scheduled. The typical sales manager goes back to the office and works with the salesperson on developing his questioning and listening skills. The real problem isn't listening and questioning skills; it's lack of an emotional intelligence skill called **empathy.**



Emotional Intelligence and Likeability

Empathy is the ability to view the world from another person's perspective. It's similar to the familiar phrase, "Walk a mile in my shoes." Empathetic salespeople care about others and show sincere interest in them. They are good listeners because they're more interested in learning about others than talking about themselves or their company. They are likeable.

In order to step into the prospect's shoes, salespeople must be present during a sales call. The empathetic salesperson isn't addicted to technology (you know, checking the smart phone every five minutes to see what was missed).

They are focused and only concerned about the prospect in front of them. Salespeople with empathy practice the mantra "Love the one you're with."



Non-empathetic salespeople have trouble paying attention. The minute the electronics buzz, they immediately check their phone, regardless of circumstance or situation. The message sent to the person they are meeting with is that our current conversation is secondary to any incoming electronic messages. We've all had conversations with people not fully engaged and it doesn't make you feel special or important. Prospects can sense if the person in front of them is genuine, interested and engaged. It's the foundation for likeability.



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Empathy is important to create truth telling selling environments. Truth telling is simply naming the *sales elephant* in the room. The empathetic salesperson is aware and dialed into all dynamics present during a sales call. They can sense when a prospect or customer is uncomfortable and not speaking up. The empathetic salesperson steps into the prospect's shoes and addresses the *sales elephant*:

"If I were you, I would be concerned about the hassle of switching vendors. Should we talk about that?"

"This is a fairly new product. If I were you, I'd be concerned that I don't know the questions to ask when considering this purchase..."

Great salespeople possess empathy and confidence. They are comfortable bringing up unspoken objections, the *sales elephant*. When a salesperson brings up a potential objection, the prospect appreciates it because she feels like the salesperson understands her and feels her pain. **Empathy improves the likeability factor.**

A second emotional intelligence skill related to likeability is self-regard. **Self-regard is the ability to respect and accept yourself as basically good. It's liking you the way you are.** If a salesperson doesn't feel good about himself, how can he make a prospect feel good?



Emotional Intelligence and Likeability



The salesperson with low self-regard shows up to sales meetings self-centered versus other-centered. “How do I look? How do I sound?” They are so worried about themselves they can’t pay full attention to their prospects and customers.

Don’t be self-centered and have a prospect that looks like this.

Salespeople with high self-regard are confident, not arrogant. They know their strengths and weaknesses and aren’t worried that a prospect will “call them out” on their deficiencies. In fact, they are usually the first person to admit when they have fallen short. A salesperson we worked with a few years ago tells the story of a sales call she completely screwed up. She called the prospect after the call, told him she ran a lousy call, and apologized for wasting his time. (She blamed it on her evil twin sister.) The prospect laughed, invited her back for a second chance and she closed the business. Selling skill or soft skill? In this case, soft skills opened a closed door and selling skills earned the business.

**Prospects and customers buy from people they like. Get likeable.
Improve your Sales EQ!**



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Emotional Intelligence and Likeability

The Emotionally Intelligent Sales Leader

How the Best Sales Managers Connect with Their Team

Self-Awareness is the foundation of emotional intelligence. When 75 members of the Stanford Graduate School of Business Advisory Council were asked to recommend the most important capability for leaders to develop, their answer was nearly unanimous: self-awareness.



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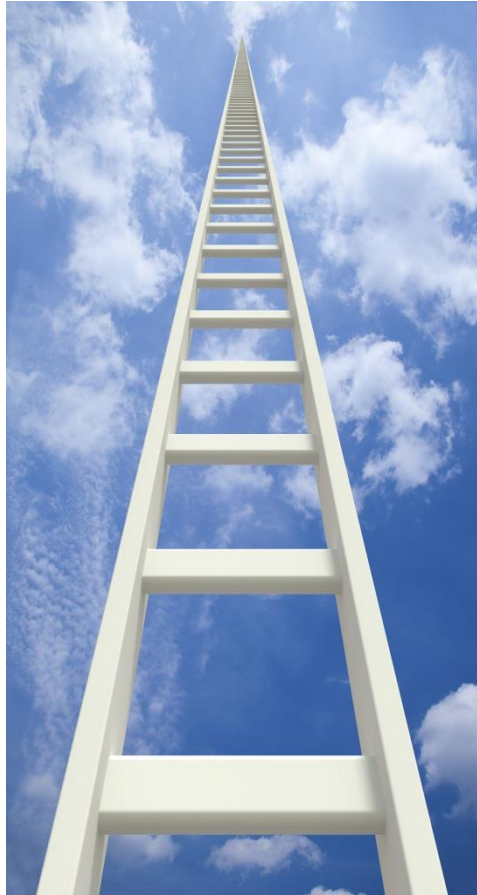
What areas do you need to examine in your leadership role to build a high performance sales team? Here are three areas to consider that accelerate trust, likeability and results.



- 1. Be transparent.** Sales managers with high self-regard are okay sharing their strengths and weaknesses with their sales team. For example, if you tend to be aggressive when pursuing a goal, let your sales team know that this behavior is a plus and a minus. This behavior raises the bar in sales organizations and at the same time can leave “damaged bodies” on the way to achievement. Ask your team to provide feedback when this blind spot appears.
- 2. Focus.** Technology is providing a whole new set of challenges in leadership as many sales managers have become addicted to their smart phones, email and voicemail. Salespeople often feel like they are competing with a small black box when meeting with their sales managers. The outcome is the salesperson doesn’t feel like the manager is present...and the truth is...he is not. The empathetic sales manager is tuned into one thing and one thing only: the salesperson sitting in front of them. People work for people and they work best for people that make them feel appreciated and important.
- 3. Build relationships.** In the emotional intelligence world, this is called interpersonal skills. Strong sales leaders have good relationships with their sales team as well as other members of the corporate team. It’s not good enough to bring in the business. The effective sales manager also works with other departments to make ensure that goods and services are delivered on-time, with high quality and excellent customer service.



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We wish you well on your very important journey of being an effective sales person and sales leader. Keep in mind that IQ can get you in the door. EQ will take you up the ladder of success.

“Emotionally intelligent people communicate effectively, form strong relationships, and create powerful coping strategies; emotionally unintelligent people don’t — no matter how high their IQs. As confirmed by independent academic research, one-quarter to nearly one-half of all job success can be attributed to aspects of Emotional Intelligence. IQ, by contrast, accounts for no more than one-fifth and may contribute as little as 1%. Emotional Intelligence drives workplace performance like no other determinant.”

- Zero in on Emotional Intelligence, MHS



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Thanks for downloading our e-book. I hope you gained great insights on emotional intelligence and likeability.

Our mission at SalesLeadership is to help CEO's, sales managers and salespeople change the way they lead and sell by leveraging the power of emotional intelligence. We know that soft skills integrated with hard selling skills accelerate sustainable sales results and build great sales cultures.

For more information, please check out our other resources at:

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Colleen Stanley
President
SalesLeadership, Inc.



@eiselling



Colleen Stanley



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