

For Immediate Release

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**SALES EXPERT COLLEEN STANLEY RELEASING NEW BOOK 'EMOTIONAL INTELLIGENCE FOR SALES LEADERSHIP'
Follow Up Book to 'Emotional Intelligence for Sales Success' Directly Addresses Sales Leadership for Companies**

Golden, Colo., October 16, 2019 – Sales expert Colleen Stanley is releasing her third book in May 2020 and is addressing the elephant in the room this time; sales leadership.

"It's very interesting, because oftentimes a sales manager is the top salesperson who was then promoted into sales management but is set-up to fail because they don't understand all of the skills it takes to lead and manage a sales team," says President and Founder of SalesLeadership Inc, Colleen Stanley. "My last book, 'Emotional Intelligence for Sales Success' addressed how sales professionals can utilize emotional intelligence with their clients. This book addresses how sales leaders can leverage emotional intelligence skills in developing a high performing sales team.

The book addresses some of the challenges sales leaders face – things that are not going to change anytime soon, such as decreased empathy because of technology, rapid change and a company culture that doesn't address stress management, and an incoming workforce of professionals who aren't comfortable with face-to-face interactions as past generations.

"All of these challenges are real, and they aren't going anywhere anytime soon," says Stanley. "However, many companies are merely repeating the same sales trainings, teaching the same hard sales skills and basically repeating the same cycles over and over. My book teaches sales leaders how to look at sales performance issues from a different perspective and transform their team by coaching the 'soft skills' rather than the past way of doing things."

Stanley's book includes tips on hiring sales professionals that have emotional intelligence in order to avoid culture misfits, how to increase empathy and self-regard in both leadership and team management, and details how all of these approaches can lead to a successful sales team.

"The incorporation of emotional intelligence is sometimes met with skepticism, because hard charging sales leaders and C-suite leaders believe that the path to success is accomplished only through training and coaching sales teams on the hard sales skills, the 'old school' way of selling," says Stanley. "The research backs up that integrating emotional intelligence in sales and sales management within a sales organization is really the key to long term, sustainable sales success. The world is changing, and sales leadership must change as well to keep pace."

Stanley's book will be released in May 2020 by HarperCollins, and Stanley hopes to change the way companies of all sizes approach their sales team management, just as her last book began the conversation around how sales professionals should manage their sales process.

"The changes we made in how sales professionals began to approach their careers and prospective clients has been amazing, and we are excited to see how these same philosophies will translate to the success of sales leaders," says Stanley. "By truly understanding some of these integral facts of sales team management and how to become an effective sales leader through the development of their own emotional intelligence. I believe that companies will see the sales success they need for the new era."

To learn more about Colleen Stanley, her books or SalesLeadership, Inc., visit www.salesleadershipdevelopment.com/. To speak directly with Colleen Stanley, please contact Niki Lopez at 303-949-1876 or niki@focusmarketingandpr.com. More quote

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About Colleen Stanley

Colleen Stanley is president and founder of SalesLeadership, Inc., a sales development firm. She is the author of two books, *Emotional Intelligence For Sales Success*, now published in six languages, and author of *Growing Great Sales Teams*. Salesforce recently named Colleen one of the top sales influencers of the 21st century. She was named one of the Top 50 Sales & Marketing Influencers, Top 10 Women in Sales Experts to Follow and Top 30 Global Sales Gurus. Colleen is also a guest lecturer on sales at Denver University, where she hopes to introduce the power of emotional intelligence to young business professionals. Clients include Harvard Business Review Poland, Otterbox, Gallagher, SyncHR, PopSockets, HomeAdvisor and Seattle Fish Company.