



SalesLeadership

For Immediate Release

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SALES EXPERT COLLEEN STANLEY DISCUSSES STRESS MANAGEMENT FOR THE NEW GENERATION OF SALES LEADERS AND TEAMS

Author and Sales Expert Colleen Stanley Outlines How Stress Management Equals Sales Management in New Book Due Out in May 2020

Golden, Colo., Sept. x, 2019 – Work-life balance. It is a hot topic, and one that pops up when sales leaders and business owners get together to discuss greater success for their sales teams in the workplace, both personally and professionally.

“Sales leaders and professionals must look at the “myth” of work-life balance,” Pursuing the nirvana of work-life balance can actually create more stress. Because the reality is, there are just going to be times in your personal and professional lives when you are out of balance. The birth of a new baby requires an inordinate amount of work with little sleep. The building of a new sales territory requires more work because there is no existing business and a lot of competition. ” explains Stanley. “Instead, Sales leaders must recognize that stress management is sales management. ”

In her upcoming book, *Emotional Intelligence for Sales Leadership*, Stanley writes that hiring sales professionals based on their own “locus of control” will lead to success in sales, and therefore success for the company. The thought is simple – people who believe they can control their own destiny will respond differently and more effectively when adversity hits--- which it will in the sales and sales management profession.

If sales leaders instead hire this type of person for their team, one who believes they can—and will--take control, the individual will find success, no matter what the circumstance. It is somewhat cliched, but a person who believes that if it is to be, it is up to me, will find their way through any situation. Imagine a team of sales professionals with this belief – it truly could change the path of a company completely.”

Stanley conducts nationwide corporate and public consultative sales training workshops. Her book, *Emotional Intelligence for Sales Leadership*, is to be published in May 2020, from Harper Collins. It will be available on Amazon in print and Kindle versions, and wherever books are sold.

“My book speaks directly to sales leaders who continue to hire the wrong type of sales professional, a type of individual who believes their sales manager is responsible for their success,” says Stanley. “If you instead hire a salesperson who believes their success is within their power, dynamics will shift more dramatically than a leader or CEO can imagine.”

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.
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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.



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**LOCAL SALES LEADERSHIP EXPERT URGES CONFLICT-MANAGEMENT SKILLS, TRADITIONAL CONVERSATION TO COMBAT TECHNOLOGY ‘GHOSTING,’ AVOIDANCE
Core Competencies Among Today’s Effective Sales Leaders Detailed in Upcoming Book Launch**

Golden, Colo., Aug. x, 2019 – Local sales expert, author, and founder and president of SalesLeadership, Inc., Colleen Stanley, articulates the necessity of sound conflict-management skills and the ability to conduct difficult conversations as core competencies among today’s effective sales leaders. In her upcoming book, *Emotional Intelligence for Sales Leadership*, Stanley outlines how technology has affected the ability of all salespeople and sales leaders to have “truth-telling” conversations.

“In a world where technology reigns supreme, an effective sales manager must possess conflict-management skills and excellent conversational abilities with teams, prospects and customers,” advises Stanley. “It can be really difficult to create this culture in a world where it’s easy to hide behind texting and emailing, but I believe it is essential to the success of an organization to continue to foster an environment with face-to-face interactions.”

As Stanley writes in her book, difficult sales conversations with peers, clients or prospects conducted through technology, such as text messages or email, or those discussions that are avoided all together, lack effectiveness and transparency. The person receiving the message can’t hear your tonality or see your facial expression often leading to further misunderstanding or escalation of conflict. To develop or enhance these competencies among sales teams, leaders must work to raise self-awareness of sales individuals’ responses and beliefs about conflict, while working to teach their sales teams the importance of positive conflict.

““The more sales leaders feed into a non-human interaction environment, the less success the sales team will see. Human interaction is incredibly important to the sales process, and without it, an organization can never achieve their maximum success in sales.”

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DISTINGUISHED SALES LEADERSHIP DEVELOPMENT EXPERT PLANS BOOK LAUNCH

Learning Agility, Emotional Intelligence Integration Essential to Both Sales Leader and Organization Success

Golden, Colo., July x, 2019 – How do life-long learners become high-performing sales leaders? Local sales expert, author, founder and president of Sales Leadership Development Colleen Stanley equates the shift to learning agility. In her upcoming book, *Emotional Intelligence for Sales Leadership*, she explains how the continuous pursuit of knowledge, Sales IQ, and integration of emotional intelligence, Sales EQ, among leaders build organizations that thrive in adversity, rapidly embrace change and connect more deeply with prospects and customers.

“In today’s world, the best and most notable sales organizations are those managed by sales leaders who discern the usefulness and value of deliberate and continual learning,” explains Stanley. “When sales knowledge is paired with recognition of and thoughtful response to emotions, the organization improves upon awareness and the ability to consistently execute the right selling behaviors.”

As Stanley writes in her book, learning-agility is the ability to apply lessons learned from past experiences when encountering unexperienced business challenges.

“Ability and desire to learn is increasingly becoming important in a business world where disruption in the new normal,” says Stanley. “The only sure thing is that things will change, and leaders must hire people who are learners, because remaining agile in today’s disruptive business environment is essential. It is a non-negotiable.”

Learning agility and emotional intelligence can be developed and enhanced through learning opportunities, including books and classes, direct experience and reflections on past performances. Stanley also encourages sales leaders to work with their teams to embrace and learn from failure.

“In the 21st century, we live in a constantly changing world, and there isn’t a single company or individual who hasn’t experienced failure on some level,” says Stanley. “I encourage my sales leaders to really examine and learn from failure and involve their teams in this process as well. This will help create this learning-agile environment, as well as an open culture where failure is not seen as a negative, but instead a learning opportunity.”

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Potential News Angles

2020 Presidential Election – President of Sales Leadership Development and emotional intelligence expert Colleen Stanley examines how emotional intelligence (EQ) is affecting the presidential campaign. How does each candidate score on EQ, and how does that affect voter perception? Does EQ really matter? Stanley believe it is the cornerstone of every presidential election, and will examine why EQ determines the outcome of the majority of elections.

Learning Agility – President of Sales Leadership Development Colleen Stanley provides her definition of learning agility, and how this ability in young sales professionals will affect their ability to thrive in the 21st century. Is it imperative for young professionals to maintain agility as leaders, and if so, how can they achieve this to find success in their career path? Stanley examines how sales leaders can hire sales professionals who are agile, adaptive and ready to thrive in this new world.

Face-to-Face Conversation in Professional Situations – President of Sales Leadership Development Colleen Stanley examines the new culture among young professionals of “ghosting” in interview and hiring situations, as well as sales situations. How can sales leaders promote an honest, face-to-face culture within their companies when the larger culture has adopted “ghosting” and hiding behind technology as a daily practice? Stanley examines how sales leaders and sales professionals can build and engage in an environment where truth-telling is the norm, not the exception.

Hiring Sales Professionals With a “High Locus of Control” – President Colleen Stanley examines how hiring sales individuals who truly believe they can affect the outcome of their own success drastically changes an organization’s sales team and results. How can teaching stress management instead of sales management truly change the culture and success of an organization? Stanley explains how hiring for personality of a sales team instead of experience will change the direction of a company.

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