

Emotional Intelligence For Sales Success Ei Selling®

Soft Skills. Hard Sales Results.

WORKSHOP #1

The Neuroscience of Emotional Intelligence

We live in the information age so why are we still experiencing some of the same selling challenges we did 25 years ago? Because too many sales organizations only focus on teaching the hard-selling skills, the consultative selling skills. These skills are important, however, equally important is learning the emotional intelligence skills, the soft skills, that produce consistent sales results.

In this workshop, participants learn the neuroscience behind managing their emotions and better recognizing the emotional state of prospects and clients.

Learning Objectives

- Avoid fight or flight responses during challenging sales conversations. I.e. Negotiations, difficult questions, upset customers.
- Develop skills to improve emotion management. Avoid the trigger-response-regret loop.
- Discover why sales mastery is in your full control through muscle memory and neuroplasticity.
- Close the knowing and doing gap. Learn how soft skills, EQ skills, support the consistent execution of hard-selling skills and behaviors.

WORKSHOP #2

Emotional Self-Awareness

Self-awareness is the foundational emotional intelligence skill. Without self-awareness, salespeople continue to make the same selling mistakes. Low self-awareness leads to low other awareness, often missing emotional clues in sales conversations. *“That which you are not aware of you cannot change.”*

In this workshop, participants learn how to improve self-awareness and other awareness. The result is improved prospect/client relationships and sales results.

Learning Objectives

- Gain clarity on what self-awareness is and how this emotional intelligence skill affects each and every interaction.
- Discover the impact of low self-awareness and sales success:
 - Calling too low in an organization
 - Ineffective prospecting
 - Product dumping
- Understand why you need to slow down to speed up.
- Develop skills and habits for improving emotional self-awareness.

WORKSHOP #3

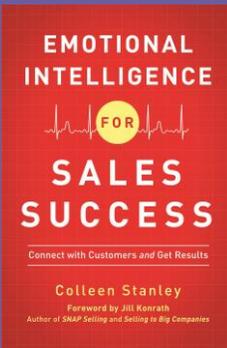
Empathy

Empathy is an influence skill that is often misunderstood or underdeveloped in sales organizations. Learn how to truly step into the prospect's and customer's shoes to elevate the sales conversation.

In this workshop, participants discover why they are often stuck in superficial conversations rather than real world sales conversations.

Learning Objectives

- Avoid generic empathy. Learn how to move sales conversations beyond validation and paraphrasing.
- Improve negotiation skills by learning and applying sales empathy.
- Discover how and why empathy is the key skill in dealing with spoken or unspoken objections. Learn how to effectively discuss the sales elephant(s) in the room.
- Use empathy to diffuse upset clients.



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WORKSHOP #4

Stress Tolerance

Sales and the customer service, the sale after the sale, can be stressful. Without the tools to manage stress, salespeople become overwhelmed, discouraged and less effective. Some default to blame and excuses rather than responsibility and accountability.

In this workshop, participants learn proven tools that help salespeople perform and enjoy their roles even under pressure or dealing with setbacks.

Learning Objectives

- Discover how optimism improves a salesperson's ability to reframe difficult selling situations and people.
- Change self-limiting belief systems that create stress.
- Increase locus of control to decrease stress and victim mentality.
- Tap into gratitude and dopamine!

WORKSHOP #5

Impulse Control

It's an instant gratification world, which is why it's even more important that salespeople control emotions, impulses and actions. Impulse control, or delayed gratification, is the soft skill that supports the execution of business development skills and questioning skills.

In this workshop, participants learn when and how they are reacting rather than proactively choosing their actions and responses.

Learning Objectives

- Discover how and why instant gratification is the root cause for empty sales pipelines.
- Develop tools that help you focus on important not urgent sales behaviors.
- Improve self-awareness and recognize triggers (buying signals) that cause you to stop listening and start product dumping.
- Learn how to set up a sales environment that limits the pull of instant gratification. Willpower is overrated.

WORKSHOP #6

Assertiveness

Assertiveness is the ability to state what you need nicely. Without this soft skill, salespeople default to passive-aggressive behavior or aggressive behaviors. Neither of these behaviors lead to trust or closed business.

In this workshop, participants learn how to state what they need nicely in order to create partner relationships rather than vendor relationships.

Learning Objectives

- Avoid writing practice proposals. It's okay to say no---nicely.
- Stop meeting with non-decision makers due to lack of assertiveness.
- Uncover budget before writing a recommendation. Improve assertiveness and qualify if your prospect is willing and able to invest in your product or service.
- Eliminate victim sales cultures, blame and excuses. Stop rescuing or being rescued.

EMOTIONAL
INTELLIGENCE



SALES
SUCCESS

Connect with Customers and Get Results

Colleen Stanley

Foreword by Jill Konrath
Author of SNAP Selling and Selling to Big Companies

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WORKSHOP #7

Optimism, Beliefs and Attitudes

Optimism is a key emotional intelligence trait found in highly successful salespeople. Optimistic salespeople rebound from adversity quicker, allowing them to get back in the 'sales saddle.'

In this workshop, participants take a close look at fear of failure, risk taking and developing a stronger mental psyche.

Learning Objectives

- Learn how negative self-talk impacts sales results.
- Discover the real reason salespeople play it safe and stay in comfort zones.
- Discover why self-limiting beliefs are a salesperson's *biggest competitor*.
- Keep failure in perspective and apply the lessons learned.
- Learn key steps to becoming more optimistic.

*The only time you can afford
NOT to change, grow or
improve is when your
competitor has made the
same decision.*



SalesLeadership

Building Leaders. Redefining Sales.

About SalesLeadership, Inc.

SalesLeadership is in the business of creating disciplined, focused, and professional sales teams. Our clients won't and don't settle for mediocrity. SalesLeadership's powerful Ei Selling® system helps sales teams eliminate empty sales pipelines, sell on value, not price, and hold sales conversations at the right level in the organizations. We know that soft skills produce hard sales results. **Top salespeople know how to read their prospects, develop relationships and most importantly, manage themselves and their actions.** Ei Selling® combines emotional intelligence skills and consultative selling skills. Product knowledge is a commodity. People knowledge is priceless.