



Sales Strategies: Win More Business in Less Time at Full Fee



Presented by:
Colleen Stanley
President, SalesLeadership Inc.



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Emotional Intelligence and Sales Results

A. What is Emotional Intelligence?

- Emotional Intelligence is defined as “the capacity for recognizing our own feelings and those of others, for motivating ourselves, and for managing emotions well in ourselves and in our relationships” according to Daniel Goleman, author of several books on the topic.

PSYCHOLOGY	NEUROSCIENCE
Human Mind Human Brain	Anatomy of the Brain Physiology of the Brain



B. How does emotional intelligence make a difference in selling?

- You are at a first meeting with three potential buyers. Two of the prospects are highly engaged while the third prospect is closed, defensive and indifferent.

What are the possible responses by a typical salesperson?

Fight: _____

Flight: _____

How would the emotionally intelligent salesperson respond? _____



C. Understanding the brain and how it controls our emotions, actions or inactions.

- **Amygdala:** Stores memories and survival responses. Messages received in the amygdala do not benefit from the processing in the neocortex – the part of the brain that ‘thinks and reasons.’

- **Basal Ganglia:** Located near the core and it is where longstanding habits are formed and held. Functions well without conscious thought. Any activity consistently repeated gets pushed to basal ganglia.

D. Emotional Intelligence Attributes

Adaptability

Reality Testing
Flexibility
Problem Solving

General Mood

Optimism
Happiness

Stress Management

Stress Tolerance
Impulse Control

IntRApersonal

Self-Regard
Emotional Self-Awareness
Assertiveness
Independence
Self-Actualization

IntERpersonal

Empathy
Social Responsibility
Interpersonal Relationship

Which Ei attributes do you think are most critical to be successful in a selling role?



IQ vs. EQ

***High IQ may get you in the door, but high EQ moves you up in your role...
and may get your name on the door.***

- In a study of more than 2,000 managers from 12 large organizations, **81% of the competencies that distinguished outstanding managers were related to emotional intelligence.** (Boyatzis, TCM, 1982)
- In analyzing data from 40 different corporations, **the differentiator in star performers and average performers was the level of emotional intelligence** versus pure intellect and expertise. (Goleman, WEI, cf. Jacobs and Chen, 1997)
- In a 1996 US Air Force study, 1500 recruiters were tested to discover common EI traits among recruiters who achieved 100% of their quota. **By duplicating those EI traits, retention rate increased 92% saving in excess of \$2.7 million.** *
- Optimism is an emotional competence that leads to increased productivity. **New salesmen at Met Life who scored high on a test of "learned optimism" sold 37% more life insurance in their first two years than pessimists** (Seligman, 1990). *
- In a national insurance company, insurance sales agents who were weak in emotional competencies such as self-confidence, initiative, and empathy sold policies with an average premium of \$54,000. **Those who were very strong in at least 5 of 8 key emotional competencies sold policies worth \$114,000** (Hay/McBer Research and Innovation Group, 1997). *
- In the most complex jobs (insurance salespeople, account managers), **a top performer is 127 percent more productive than an average performer** (Hunter, Schmidt, & Judiesch, 1990). Competency research in over 200 companies and organizations worldwide suggests that **about one-third of this difference is due to technical skill and cognitive ability while two-thirds is due to emotional competence** (Goleman, 1998). (In top leadership positions, over four-fifths of the difference is due to emotional competence.) *

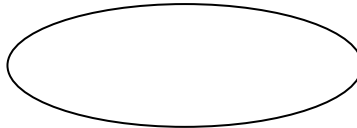
* *Source of the material was the web site for the Consortium for Research on Emotional Intelligence in Organizations.*



Buyer's 'Thought' Process

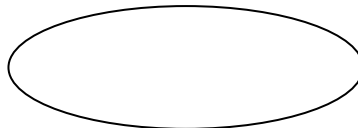
Salesperson's 'Thought' Process

1. Expectations



1. Expectations

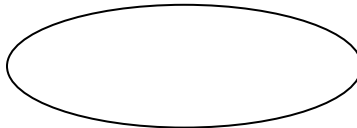
2. Control



2. Control

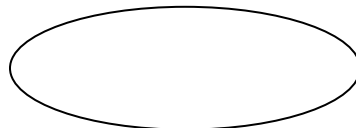


3. Close



3. Close

4. Hide



4. Seek

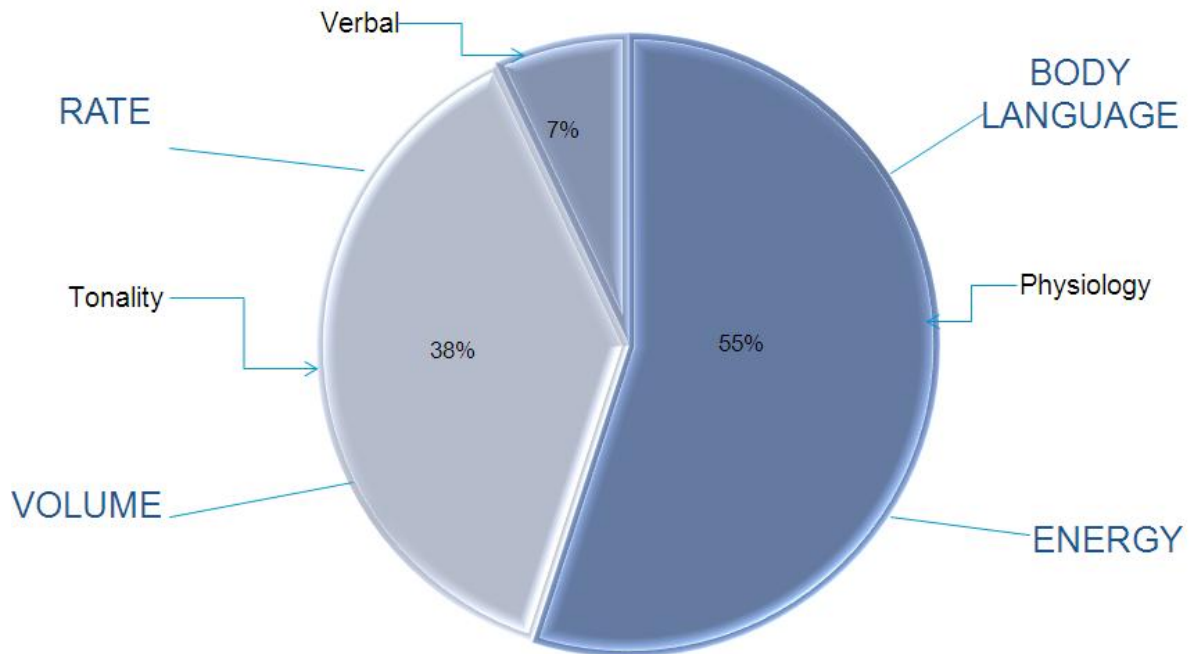




Partnership Sales Process

1. Likeability:

NLP (Neurolinguistic Programming)



2. Managing Expectations:

Partnership	“Vendor-ship”



3. Prospect's Story – How to sell value not price

TOP 3 BENEFITS OF YOUR COMPANY

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-
-

PRINCIPLES:

1. **People buy emotionally, not intellectually.**
2. **Benefit language is commodity language. The brain needs tangible language & messaging.**
3. **Stop talking like a sales doctor.**





Develop messaging that captures the attention of your target client.

BENEFIT	SO WHAT HAPPENS WITHOUT THE BENEFIT?	AND AS A RESULT, WHAT HAPPENS?	REDIRECT/ QUESTIONS
			Not sure if you are experiencing....
			Don't know if you have ever run into this....
			Not sure if this is of value to discuss further....
			Practice the Scarcity Principle!

GAIN STATEMENT: Social Proof – “As a result, _____



a. When a prospect or customer grabs the “hook,” you must:

1. Apply impulse control: _____

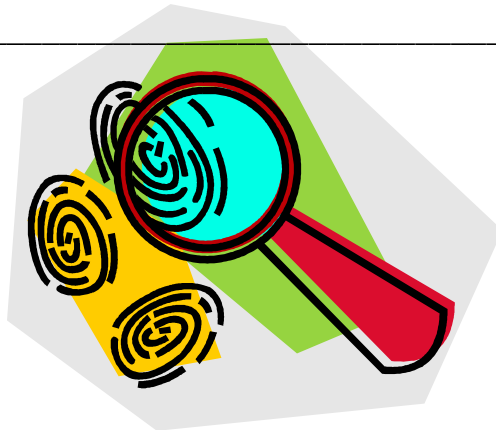
2. Apply critical thinking skills:

W – _____

W – _____

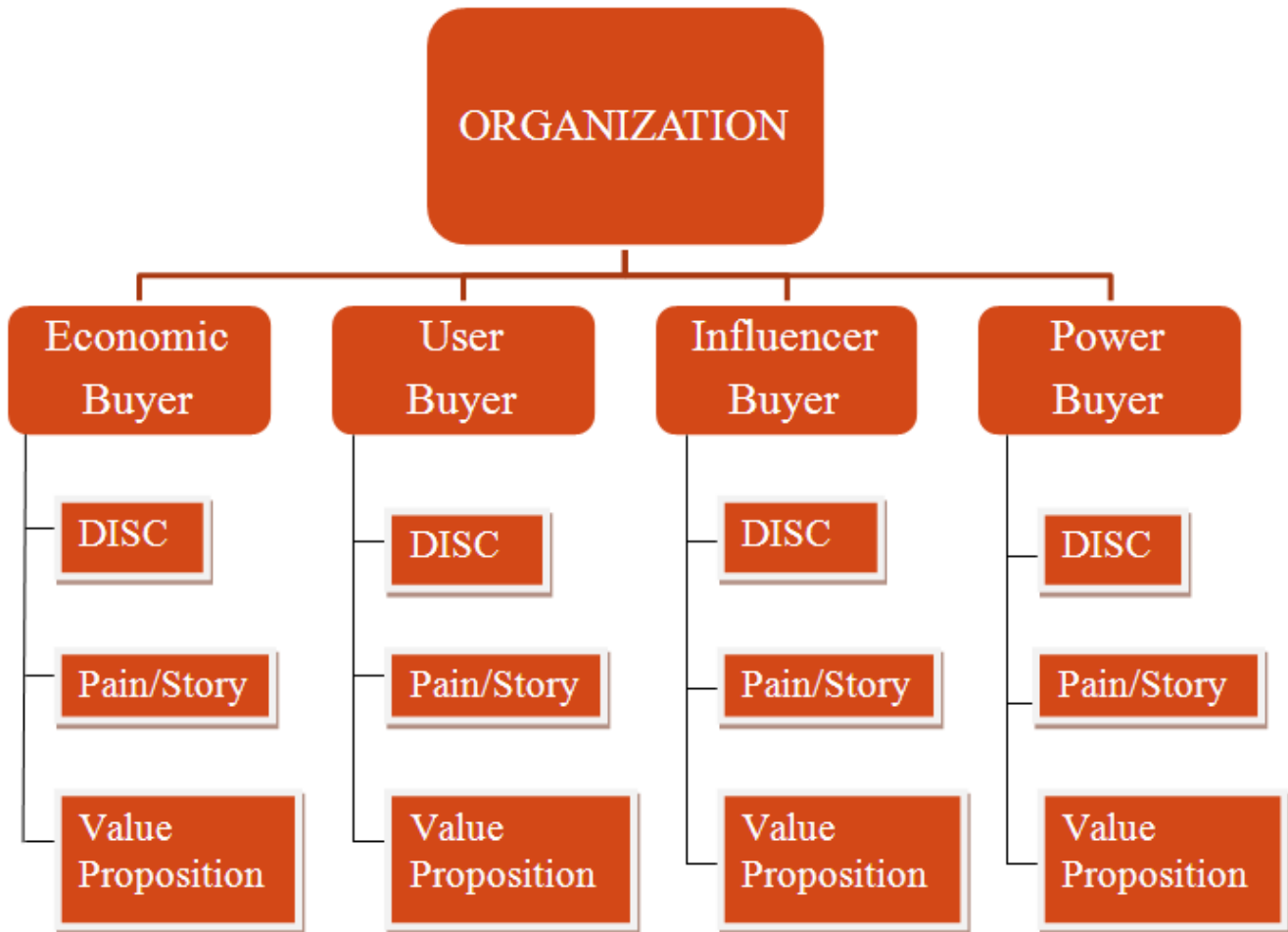
W – _____

Look for evidence not information.





4. Decision Tree – Understand how your prospect's make decisions





5. Checkbook:

Question: When do you want to find out your prospect is willing and able to invest in your services?

- Before a proposal
- After doing a proposal

Question: When do you find out if the prospect is willing and able to invest in your services?

- Before doing a proposal
- After doing a proposal

Question: Why?

RULE: Prospects always have a budget. You need to be assertive and skillful to uncover and agree to move forward.

6. Solution Alignment

a. Present to the pain: _____

b. Know your audience: _____

c. No death by power point. _____



Emotional Intelligence: Definitions of Attributes

Self-Regard is respecting oneself while understanding and accepting one's strengths and weaknesses. Self-Regard is often associated with feelings of inner strength and self-confidence.

Self-Actualization is the willingness to persistently try to improve oneself and engage in the pursuit of personally relevant and meaningful objectives that lead to a rich and enjoyable life.

Emotional Self-Awareness includes recognizing and understanding one's own emotions. This includes the ability to differentiate between subtleties in one's own emotions while understanding the cause of these emotions and the impact they have on one's own thoughts and actions and those of others.

Emotional Expression is openly expressing one's feelings verbally and non-verbally.

Assertiveness involves communicating feelings, beliefs and thoughts openly, and defending personal rights and values in a socially acceptable, non-offensive, and non-destructive manner.

Independence is the ability to be self directed and free from emotional dependency on others. Decision-making, planning, and daily tasks are completed autonomously.

Interpersonal Relationship refers to the skill of developing and maintaining mutually satisfying relationships that are characterized by trust and compassion.

Empathy is recognizing, understanding, and appreciating how other people feel. Empathy involves being able to articulate your understanding of another's perspective and behaving in a way that respects others' feelings.

Social Responsibility is willingly contributing to society, to one's social groups, and generally to the welfare of others. Social Responsibility involves acting responsibly, having social consciousness, and showing concern for the greater community.

Problem Solving is the ability to find solutions to problems in situations where emotions are involved. Problem solving includes the ability to understand how emotions impact decision making.

Reality Testing is the capacity to remain objective by seeing things as they really are. This capacity involves recognizing when emotions or personal bias can cause one to be less objective.

Impulse Control is the ability to resist or delay an impulse, drive or temptation to act and involves avoiding rash behaviors and decision making.

Flexibility is adapting emotions, thoughts and behaviors to unfamiliar, unpredictable, and dynamic circumstances or ideas.

Stress Tolerance involves coping with stressful or difficult situations and believing that one can manage or influence.

Optimism is an indicator of one's positive attitude and outlook on life. It involves remaining hopeful and resilient, despite occasional setbacks.

Definitions derived from MHS EQ-i 2.0 online assessments-www.mhs.com



SalesLeadership, Inc.

***“Our clients bring us the gift of trust.
In return we give truth, commitment
and results.”***

SalesLeadership, Inc. (SLI) is a sales development firm that drives revenues by examining all areas of sales to properly diagnose missed sales goals or slow growth.

Our team of experts focuses on small to mid-size companies that need to increase sales and desire to decrease the gimmicks and game playing that often occur during the sales process.

Training and consulting services offered are:

- Benchmarking, Selection and Hiring of Top Sales Talent
- Consultative Sales Training
- Leadership Training for Sales Managers
- Sales Presentation Skills
- Negotiation Skills
- Major Account Sales
- Prospecting and Referral Training
- Sales Compensation
- Territory Management
- Customer Relationship Management

Certifications:

- Professional Behaviors Analyst
- Professional Values Analyst
- Professional TriMetrix Analyst
- BarOn Emotional Intelligence Quotient® Inventory Analyst
- Sales Call Reluctance Analyst



Colleen Stanley is the founder and president of SalesLeadership, Inc. She is a monthly columnist for *Business Journals* across the country, author of ‘*Growing Great Sales Teams*’ and co-author of ‘*Motivational Selling.*’

Colleen is the creator of Ei Selling®, a unique and powerful sales program that integrates emotional intelligence skills with consultative sales skills.

Prior to starting SalesLeadership, Colleen was vice president of sales and marketing for Varsity Spirit Corporation. During her 10 years at Varsity, sales increased from 8M to 90M.

Little known facts:

- Former triathlete (notice ‘former’)
- Participated in the opening ceremonies of the 1984 Olympics
- Made her first sale at age 6

Clients Include: Corporate Express, Orlando Magic, Vail Resorts, Leanin’ Tree, Arthur J. Gallagher, Siemens Corporation, Land Title Guarantee, Alps Mutual Fund, Lafarge North America, Alpine Bank, Gerald H. Phipps, New York Times Small Business Summit, Jones NCTI, Longmont United Hospital, Sterling Rice Group, Women’s Vision Foundation, Quintess and Spectrum Retirement Communities.