

How Emotional Intelligence Boosts Sales

The sales industry is driven by ongoing professional relationships and the ability to connect. In fact, most individuals who embark on a sales career passionately thrive on interaction and the opportunity to become a “problem solver” for others. There is an inherent link between high-performing sales professionals and exceptional emotional intelligence (EQ) skills, but these high-performing individuals don’t just use their EQ skills to “seal the deal.” They’re taking their EQ skills much further. Successful sales professionals use their EQ skills to effectively manage their own behavior, navigate social complexities, and make personal decisions that achieve positive results.



A CLOSER LOOK...

The TalentSmartEQ® Mastering Emotional Intelligence Training Program is a sound investment that yields significant improvements in sales performance. After this EQ training, salespeople from multiple Fortune 400 pharmaceutical companies experienced a 31% improvement in the quality of their relationships with their customers due to increased empathy, understanding, and self-control.

Salespeople at a Fortune 200 retailer also experienced a 21% improvement in their willingness to take accountability for their mistakes and a 23% improvement in their ability to prevent setbacks from hindering their performance. TalentSmartEQ’s two-level program helps broaden awareness of the role emotions have in day-to-day interactions and gives specific EQ practice strategies that help trainees achieve their professional goals.

THE CASE FOR EQ IN SALES

Sales professionals know that every relationship they have with a client is unique and must be navigated accordingly. Why is it that a sales process with one client may not take long, but it may seem like the journey of a lifetime with another customer? The answer lies in how our brains are wired.

Salespeople, like all people, are not logical creatures, and neither are their customers. Salespeople have moments when they feel discouraged, anxious, pressured, distracted, and even overzealous. When any of these emotions surface for either party, the feelings can take over the process, steer the sales process off track, or stall the sale altogether.

In a national insurance company, insurance sales agents weak in specific EQ skills such as self-confidence,

initiative, and empathy, sold average premiums of \$54,000, while those who were strong sold average premiums of \$114,000. These mentioned skills are a combination of personal competence and social competence, which make up an individual's emotional intelligence.

EQ is made up of four core skills that pair up under two primary competencies: personal competence and social competence.



Personal Competence

Personal competence is made up of your self-awareness and self-management skills, which focus more on you individually than on your interactions with other people. Personal competence is your ability to stay aware of your emotions and manage your behavior and tendencies.

- Self-Awareness is your ability to accurately perceive your emotions and stay aware of them as they happen.
- Self-Management is your ability to use awareness of your emotions to stay flexible and positively direct your behavior.

Social Competence

Social competence is made up of your social awareness and relationship management skills; social competence is your ability to understand other people's moods, behavior, and motives in order to improve the quality of your relationships.

- Social Awareness is your ability to accurately pick up on emotions in other people and understand what is really going on.
- Relationship Management is your ability to use awareness of your emotions and others' emotions to manage interactions successfully.

At L'Oreal, sales professionals hired based on their EQ outperformed their peers by \$91,370 at the end of the first year. TalentSmartEQ's emotional intelligence training programs provide strategies that will help your sales professionals improve results at each stage of the sales process.

BRINGING IT ALL TOGETHER...

Research shows that 90% of top performers are high in Emotional Intelligence, and EQ is twice as important as IQ in helping people achieve their personal and professional success. Providing your sales professionals with training to increase their EQ skills will help them better recognize and respond to their emotions and the emotions of their customers. In turn, this will make a tangible difference in their commissions and ultimately, your bottom line.

For more information about the TalentSmart® Emotional Intelligence Training Program, call 1-888-818-SMART, or visit us at www.TalentSmartEQ.com