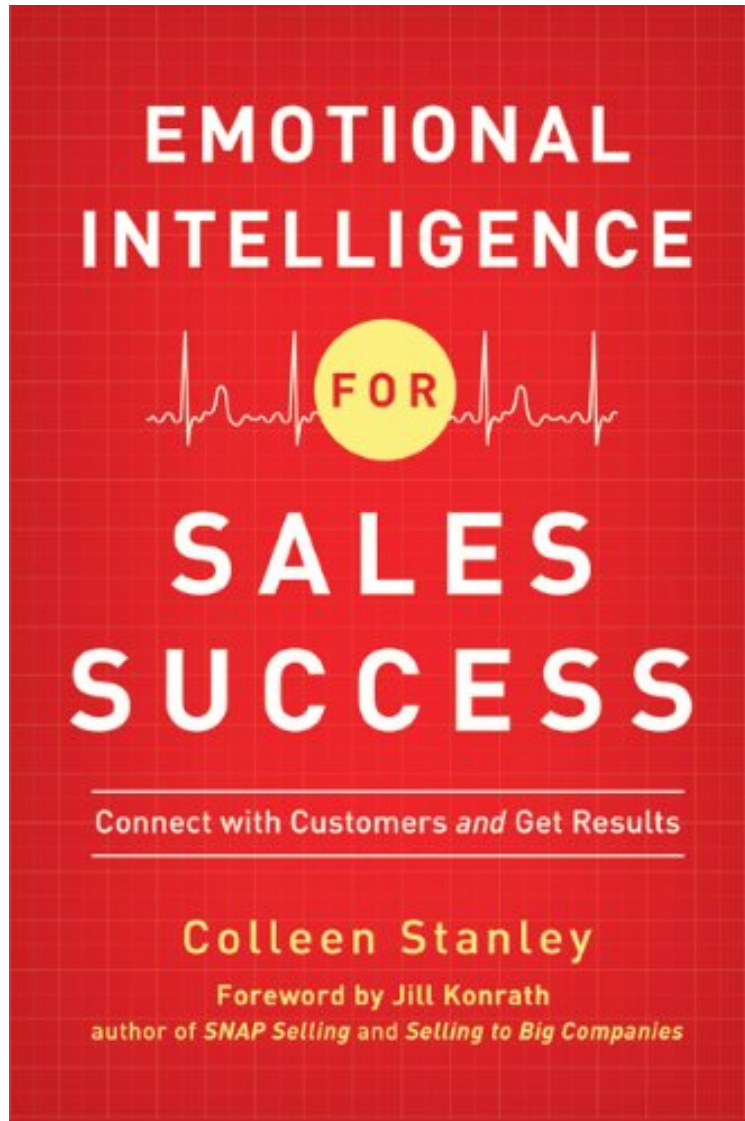


# Emotional Intelligence for Sales Success: Connect with Customers and Get Results

Colleen Stanley

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**Colleen Stanley : Emotional Intelligence for Sales Success: Connect with Customers and Get Results** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Emotional Intelligence for Sales Success: Connect with Customers and Get Results:

0 of 0 people found the following review helpful. It has very good information and it's very helpful By PLATINUM PLUS It has very good information and it's very helpful. The only reason I have it 4 stars instead of 5 is because the lady reading it was somewhat monotone. The examples she used were okay too. 3 of 3 people found the following

review helpful. Practical and Actionable By Denver Entrepreneur As a seasoned sales manager, I found that Colleen's book was both practical and actionable. The hardest part of managing sales people is the emotional intelligence - getting them to look in the mirror and be real, confident and goals-oriented. All of my sales people are reading this book as a guideline to emotional intelligence. Then we are using it together to trouble shoot problems and hopefully to gain more insight into how people work and make decisions. I recommend this for every sales manager...the practical techniques will help you sleep better at night. 0 of 0 people found the following review helpful. Great Book. Anyone in sales or sales management must ...By Customer Great Book. Anyone in sales or sales management must read this book. If you can't possess the skills discussed in this book you won't take your career to the next level.

Even skilled salespeople buckle in tough selling situations; getting defensive with prospects who challenge them on price or too quickly caving to discount pressure. Those are examples of the fight-or-flight response; something salespeople learn to avoid when they build their emotional intelligence. Studies have shown that emotional intelligence (EI) is a strong indicator of success. In *Emotional Intelligence for Sales Success*, sales trainer and expert Colleen Stanley shows how closely EI is tied to sales performance and how salespeople can sharpen their skills to maximize results. Readers will discover:

- How to increase impulse control for better questioning and listening
- The EI skills related to likability and trust
- How empathy leads to bigger sales conversations and more effective solutions
- How emotional intelligence can improve prospecting efforts
- The EI skills shared by top sales producers
- And much more

Emotional intelligence plays a vital role at every stage of the sales process, from business development to closing the deal. When customers can get product information and price comparisons online, the true differentiator is the ability to deftly solve problems and build relationships; EI territory!

From the Back Cover "The world of relationship selling has not died. It has taken an evolutionary leap forward. If you want to be powerful in this new world of selling, you need the insights Colleen Stanley teaches in *Emotional Intelligence for Sales Success*. Any salesperson, regardless of market or years of experience, will take away priceless nuggets on improving his or her connection and effectiveness with buyers." — Tom Searcy, author of *Whale Hunting: How to Land Big Sales and Transform Your Company*

If you find yourself getting flustered with clients, caving to discount pressure, jumping the gun with your sales presentation, or wasting time with low-level prospects, adding another sales tactic to your tool kit won't fix the problem. Instead, there's a far more effective way to get your sales back on track: Ignite and develop your emotional intelligence (EI). Empathizing with your prospects, expressing assertiveness, staying cool when hot buttons are triggered, even recognizing your buttons; this is the powerful inner territory explored in *Emotional Intelligence for Sales Success*, a breakthrough book that extends the range of EI to include common sales scenarios and challenges. Packed with case studies, action steps, and research findings, *Emotional Intelligence for Sales Success* explains:

- How to increase impulse control for better questioning and listening
- How the EI skills are related to likability and trust
- How empathy leads to bigger sales conversations and more effective solutions
- How emotional intelligence can improve prospecting efforts
- How the EI skills are shared by top sales producers
- And much more

In an age where customers can bypass salespeople with online research and direct purchasing, emotional intelligence helps you stay in the game by forging personal connections and creating partnerships; soft skills that bring hard results. Colleen Stanley is president of SalesLeadership, Inc., a leading sales consulting firm that specializes in emotional intelligence and consultative sales skills training. She is a monthly contributor to *The Business Journals* and the author of *Growing Great Sales Teams*.

About the Author COLLEEN STANLEY is president of SalesLeadership, a leading sales consulting firm that specializes in emotional intelligence and consultative sales skills training. Excerpt. copy; Reprinted by permission. All rights reserved.

Introduction There is a Buddhist proverb that states, "When the student is ready, the teacher appears." And luckily for me, the team from Complete Intelligence, LLC, Marty Lassen and Scott Halford, showed up as my teachers and helped me discover the answer to this nagging question. Lassen and Halford are experts in emotional intelligence and work with executives and managers, showing them how to incorporate emotional intelligence skills into their personal and professional roles. Emotional intelligence skills are rarely taught to salespeople. Most training is focused on hard sales skills such as finding new opportunities, negotiation, or closing tactics. There is little attention placed on soft skills such as empathy, rapport, and self-confidence. Even less on teaching salespeople how to manage their emotions and the emotions of others in order to achieve the sales results they desire. Some salespeople are good at posing questions to prospects. But if they lack the emotional intelligence skill of empathy, they don't communicate the all-important message, "I really feel your pain and I do care." Despite the good questions they ask, prospects don't connect with them. They feel as if they are being interrogated rather than meeting with a trusted advisor where a true partnership is being forged. Other salespeople are good at building rapport but have difficulty building their sales pipelines. They don't prospect consistently because they have not developed the emotional intelligence skill of delayed gratification. Rather than take the time to strategize and develop a pursuit plan, they give in to the pull of instant gratification and focus on what is easy instead of what is effective. Proactive business development is put off with the excuse, "I'll do the sales activity when I have time." Their wonderful rapport skills are wasted because they

have few, if any, appointments on the calendar. Still others excel at prospecting, but once they are sitting in a meeting, facing a sophisticated C-level buyer, they lack the emotional intelligence skill of self-confidence to close the business at full margin. Under pressure, they quickly cave into negotiation tactics. Emotions take control of the sales meeting rather than tapping into their selling skills, logic, and intellect. All of these scenarios demonstrate how mastering a variety of emotional intelligence skills can make a huge impact on a person's sales results. After many meetings with Lassen and Halford, coupled with my years of sales and sales management experience, I became convinced that lack of emotional intelligence skills training is a key reason that sales professionals often don't close the gap between knowing and doing. Most sales professionals know what to do. So why aren't they doing it? Like many of you, I've enjoyed a great deal of success in sales. However, I have also fallen short when it comes to mastering my own emotional intelligence skills. Sometimes my high independence prevented me from asking other people for their help, input, or perspective. I missed out on the wisdom of others that could have provided shortcuts to my goal or prevented mistakes. At other times, my lack of impulse control caused me to make decisions too quickly and say "yes" to things I shouldn't have. Digging out of those "impulse decision holes" has created stress and heartburn for me over the years. I didn't understand the power of the emotional intelligence skill of self-awareness, so I never set aside downtime to accurately assess why the same sales or leadership problems kept appearing in my life. Perhaps you have experienced the same issues. After reading this book and putting its principles into action, you will quickly discover that soft skills do produce hard sales results.

**My Career in Sales** My first exposure to sales was through Jazzercise, a dance fitness company based out of Carlsbad, California. I owned three franchises and quickly learned how to sell and market in order to fill the gymnasium with paying students. I did everything imaginable to bring in business, from hiring my neighbor's kids to stuff flyers in mailboxes to creating a speakers bureau. (Never mind that it was a bureau comprised of one speaker-me!) I delivered talks on fitness and nutrition to anyone who would listen, with the goal of converting audience members into paying clients. My efforts paid off and my success in building the business landed me a place on the national training team for Jazzercise. I went around the country teaching new instructors how to start and grow their businesses. This was my first exposure to teaching and is where I learned that I had a love and talent for it. From there, I had the good fortune to join Varsity Spirit Corporation, a small firm based in Memphis, Tennessee, that both manufactures cheerleading uniforms and conducts hundreds of cheerleading and dance camps and events across the country. The timing was right, as Varsity was just starting to build a direct sales force. This company gave many people incredible opportunities for growth, and fortunately for me, I was one of the recipients. I started in the field as a sales rep and moved up the corporate ladder to become Vice President of Sales, directing a national team of 130. During my ten years at Varsity, we grew from \$8M to \$90M, went public, and were named by Forbes magazine as one of the 200 fastest growing companies in the United States. Varsity is still growing and very successful, now the largest company in the industry. After this great opportunity, I pursued teaching and training sales and sales management professionals full time, and have been doing that for the last fourteen years. We get hired to "grow" three things: sales, profits, and happiness. Although my firm works with a variety of clients and industries, our customers all have three values in common: 1. They value education and outside advice. 2. They value and invest in their greatest asset, their employees. 3. They treat their vendors like partners. I am very fortunate to work with great customers.