

Emotional Intelligence In a Sales Environment

Duration: 5 Days

Language: en

Course Code: PM1-114

Objective

Upon completion of this course, participants will be able to:

- Understand the importance of emotional intelligence within a sales environment.

- Recognise a personal level of emotional intelligence and attempt to develop it through various methods.
- Motivate employees to develop further emotional intelligence through prospecting, objection handling, qualifying, and closing.
- Identify and calmly work through personal emotional triggers and prevent them from impacting others.
- Assess the emotions of others and offer aid in times of need to customers and employees.
- Examine customers' different behaviour patterns and styles and explore the ideal techniques to approach them.
- Evaluate non-verbal communication and recognise mood changes.

Audience

This course is designed for anyone within an organisation who wishes to become more emotionally intelligent to further their position in sales. It would be most beneficial for:

- Operations Managers.
- Regional Managers.
- Sales Directors.
- Sales Managers.
- Senior Executives.
- Business Owners.
- Marketing Managers.
- Chief Sales Officers (CSOs).

Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Participants will review established real-world organisations to identify strategies surrounding emotional intelligence that increase customer loyalty and sales.
Participants will partake in various learning exercises and methods to guarantee full comprehension of the taught content and relevant skills. This includes a combination of video materials, presentations, case studies, group discussions and role-playing activities. Working in groups will allow the participants to demonstrate and practise their skills on one another and receive constructive feedback.

Summary

Humans can be incredibly emotional, and this trait does not disappear in a sales environment. An organisation that recognises these emotions and incorporates emotional intelligence into its standard practices is often much more successful than its non-emotionally intelligent competitors. Emotional intelligence allows an organisation to better understand its customers and build stronger and longer-lasting relationships with them.
Emotional intelligence is a factor that is often overlooked in a sales environment, but emotional awareness is extremely crucial in bonding with customers. Recognising customer emotions and addressing these throughout the sales process will help generate respect and appreciation between the salesperson and the customer, causing the customer to be more inclined to engage with the service or purchase products. Once a level of respect has been established, they will be much more likely to engage with the organisation in the future and avoid competitors.
Emotional intelligence is important for maintaining a strong customer base and essential for a healthy working environment. Understanding and addressing employees' emotions will help establish a safer working environment. Providing activities to reduce stress will prevent burnout and exhaustion and keep employees working at a desired rate. Employees will also feel much more encouraged with additional rewards and incentives based on their work output.

Course Content & Outline

Section 1: Understanding Emotions

- Understanding the return on emotions and the neuroscience of sales.
- How emotions influence a customer’s buying habits.
- Identifying emotional challenges and opportunities.
- Recognising personal emotional triggers, motivations, and drives.
- Engaging the power of likeability.
- Increasing reputation through confidence, authenticity and likeability.

Section 2: Managing Emotions

- Assessing how stress and conflict lead to emotional outbursts.
- Reviewing successful sales leaders and how they efficiently manage negative emotions.
- Redirecting negative emotions into positive action.
- Setting and managing expectations for consultative selling.
- The importance of effective emotional management throughout negotiations.
- Applying emotional responses in appropriate situations.

Section 3: Understanding the Emotions of Others

- Comprehending the power of empathy.
- Engaging with specific emotions through sales techniques to influence certain types of

purchases.
- Marston’s personality types and how these apply to different types of customers.
- Recognising the connection between verbal and non-verbal communication.
- Utilising various communication tactics to lead an emotional conversation.

Section 4: Social Skills in the Sales Process

- Connecting with customers on an emotional level.
- Building personal relationships with customers to encourage brand loyalty.
- Generating value through propositions and presentations.
- Addressing conflict and dissatisfaction calmly and reasonably.
- Effective qualifying and closing for partnership.

Section 5: Emotionally Intelligent Culture and Leadership

- Leading with emotional and social responsibility.
- Developing and encouraging emotionally intelligent teams.
- Implementing reward programs, work incentives and events to build relationships and reduce stress.
- Regularly recognising and appreciating the hard work of others.
- Bonding with employees and encouraging positive relationships within and outside the workplace.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Human Resources Management (HRM), Management & Leadership, Sales & Marketing

Tags

Emotional Intelligence, Sales Environment

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