

# EQ + IQ = Sales Results



**SalesLeadership**  
INCORPORATED

Presented by: **Colleen Stanley**



# Emotional Intelligence

## What is Emotional Intelligence?

The integration of psychology and neuroscience of the brain. It is the ability to perceive, control and evaluate emotions. As a result, person can discriminate among those emotions and use to guide actions.



# Emotional Intelligence

<b>PSYCHOLOGY</b>	<b>NEUROSCIENCE</b>
Human Mind Human Emotions	Anatomy of the Brain Physiology of the Brain
EQ	IQ



# Physiology or the ability to manage emotions?





# The Business Case for Emotional Intelligence and Sales Results

- Insurance sales agents weak in emotional competencies such as self-confidence, initiative and empathy sold policies with an average premium of \$54,000. Those strong in emotional intelligence sold policies worth \$114,000 (Hay/McBer Research and Innovation Group, 1997).
- In a study of more than 2,000 managers from 12 large organizations, 81% of the competencies that distinguished outstanding managers from average was the level of emotional intelligence. (Goleman, WEI, cf. Jacobs and Chen, 1997)

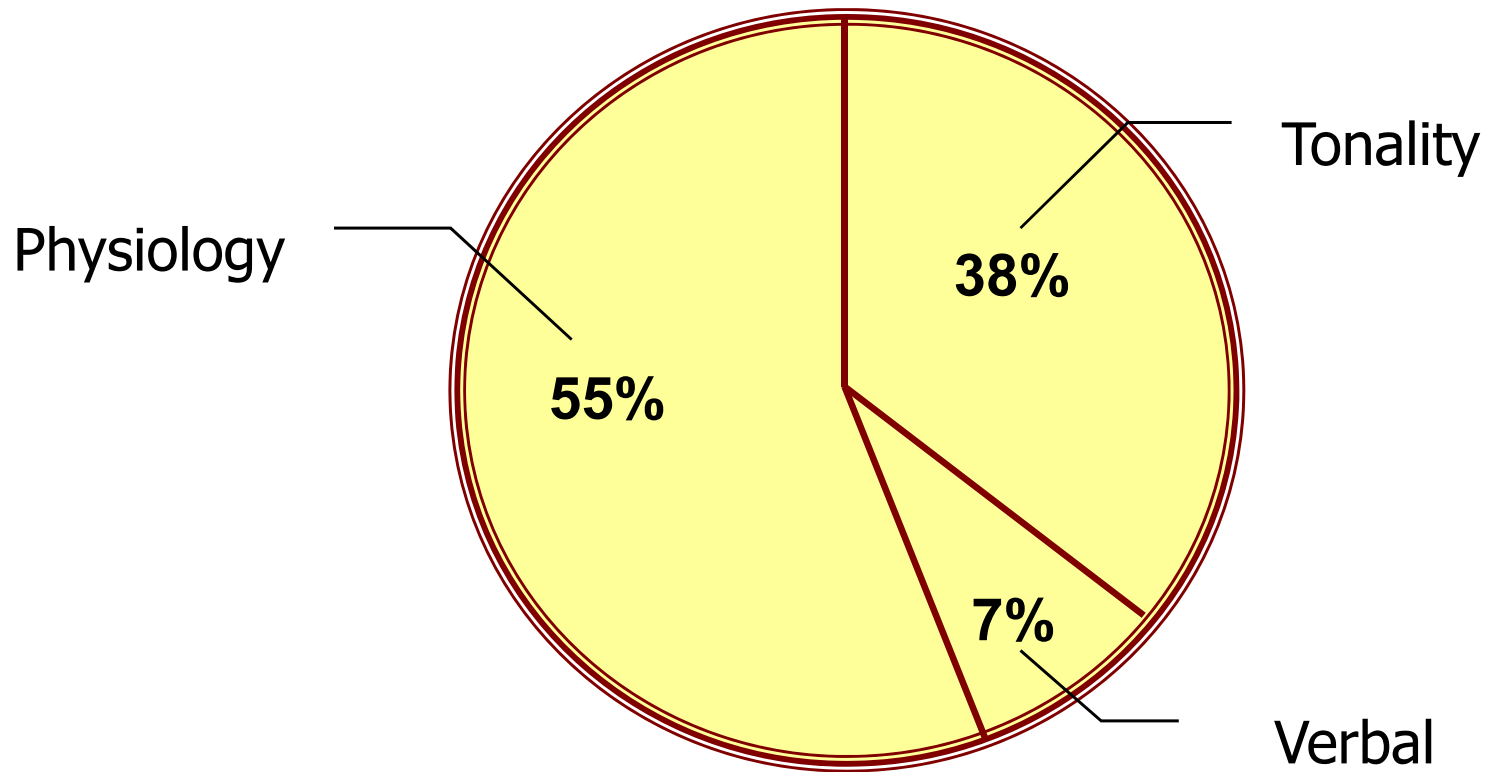


# How Much Is Your Old Sales Process Costing You?





# Likeability





# Manage expectations

**Objective**

**Elephant Management**

**Outcome**



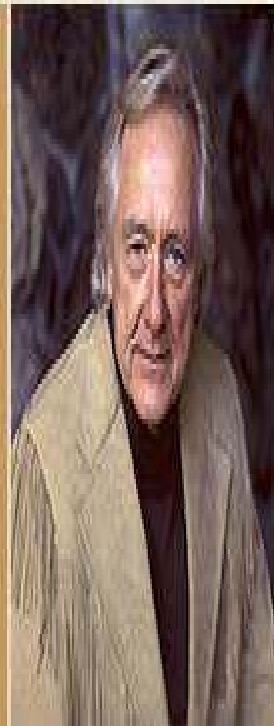


# Prospect's Story – Pain

*Learn to win with the*

*Trial Lawyers College Method*

- *Intensive hands-on training*
- *Learn by doing*
- *A unique learning experience*

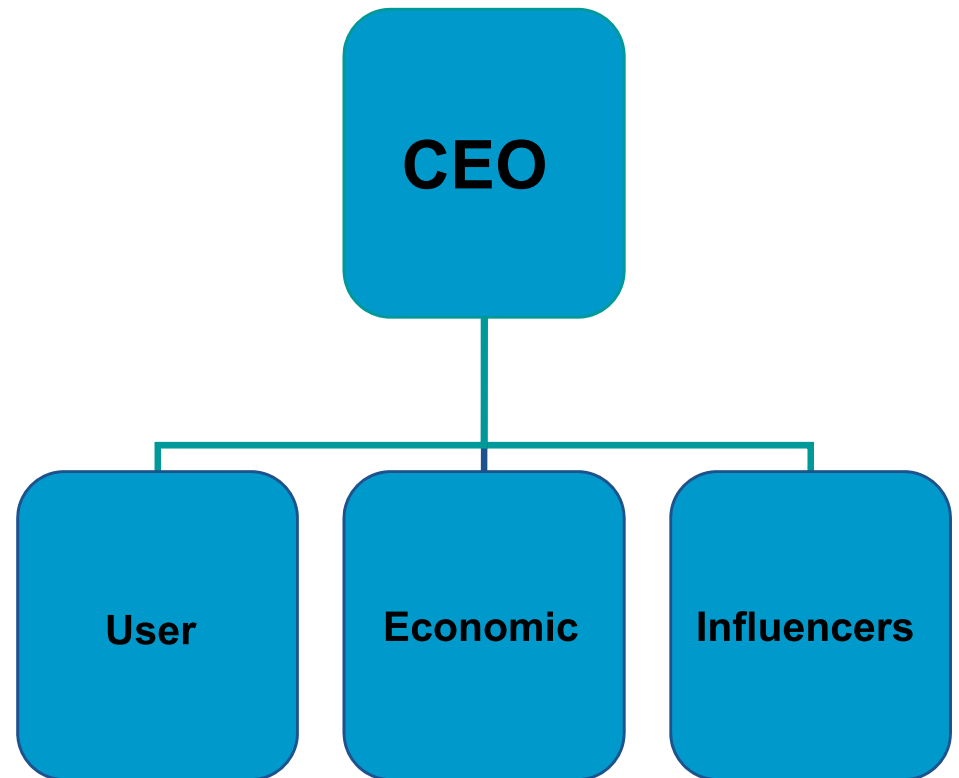




# Decision Tree

- Corporate
  - Financial Impact
  - Strategic Impact
- Personal
  - DISC style
  - Personal Impact

**WHO ELSE?**





# Checkbook



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[www.salesleadershipdevelopment.com](http://www.salesleadershipdevelopment.com)  
**303-708-1128**