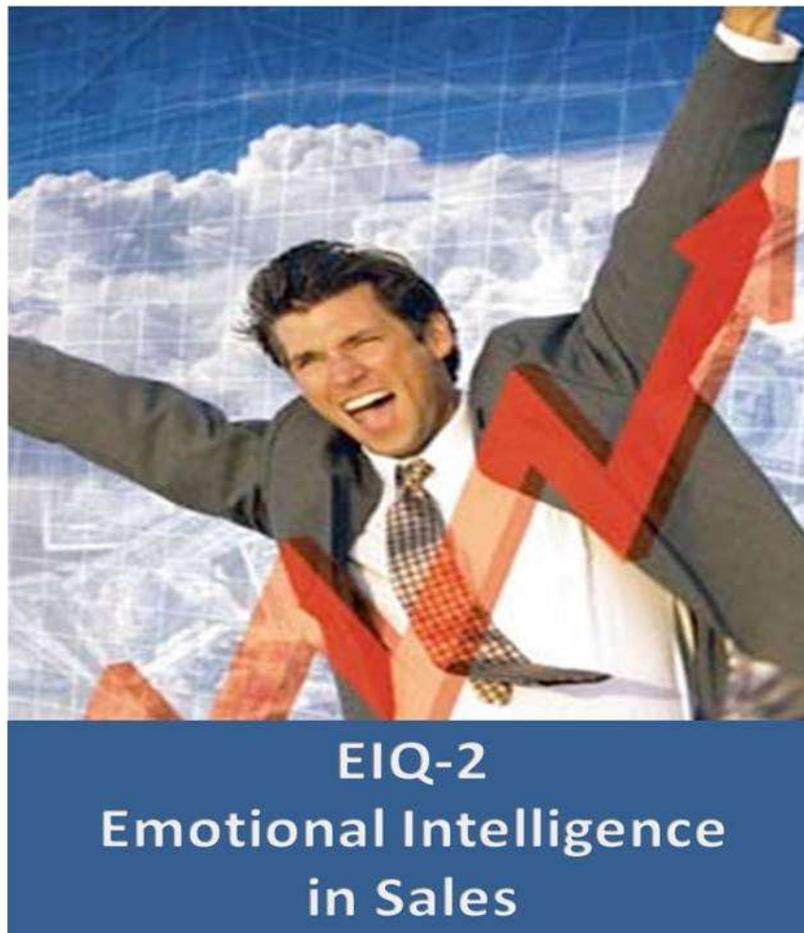




## Emotional Intelligence in Sales



Customers tend to buy more due to emotions, relationships and communication than due to logical, calculated processes. This means that selling with emotional intelligence is a priority. It is estimated that approximately 80% of all sales are based on customer feelings and emotions. Effective sales capitalize on connection. They require sales people to cultivate qualities and skills that are emotionally powerful. The returns: more satisfying, effective relationships; more accounts; greater sales penetration; long-term connection; higher levels of sales and profitability; better customer service and client retention; and higher personal returns. For the

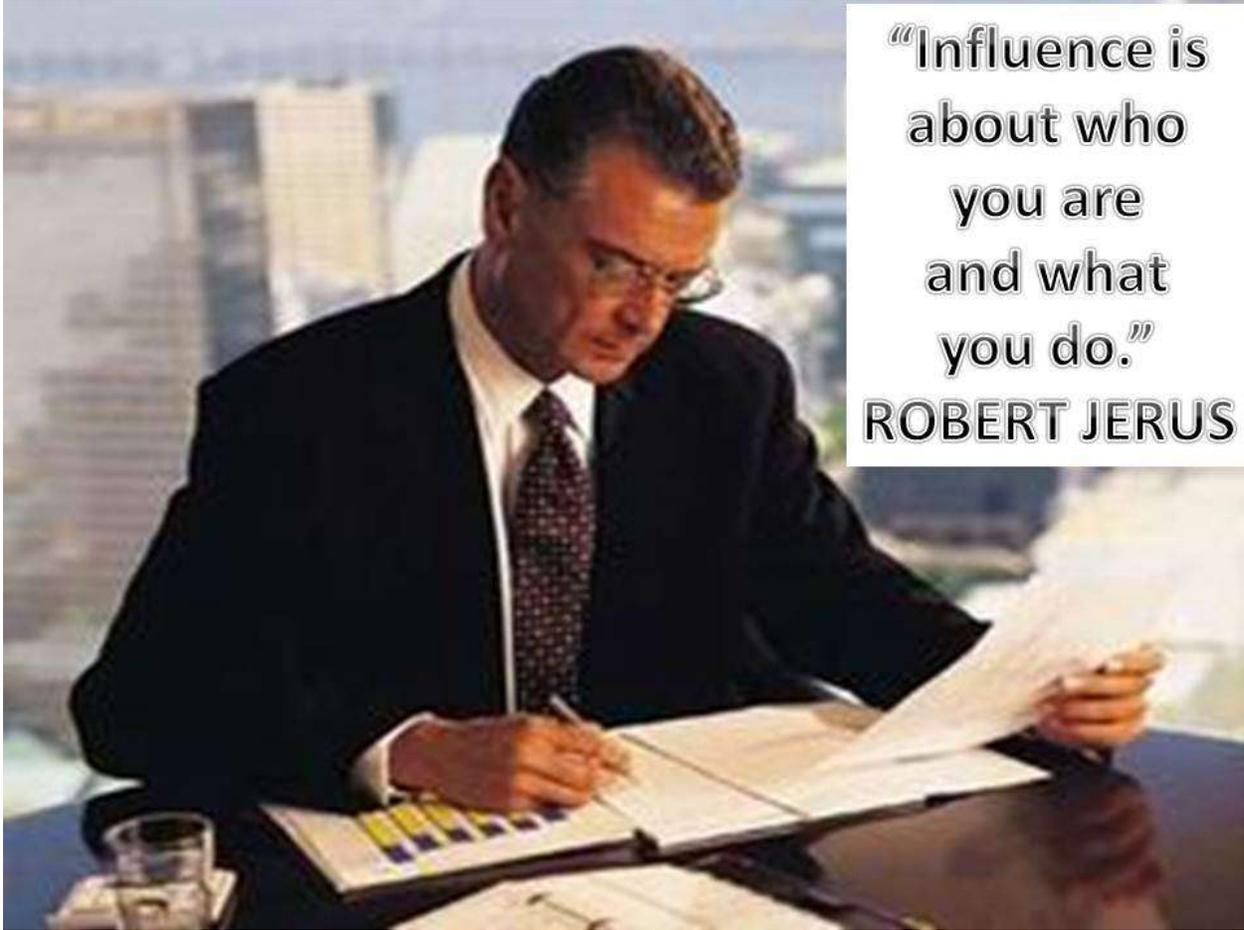
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client, this effectiveness creates greater value, more efficient problem solving; and greater levels of satisfaction.

There are ten crucial EIQ skills to succeed in sales:

1. **Attitude:** shows in judgments and perspectives. These create a framework for viewing the world and acting. Positive, optimistic attitudes generate more favorable results. Sales success maintains an up-beat, positive attitude. It rarely is defeated and avoids negativism.
2. **Communication:** is displayed in the ability to resonate, relate and maintain rapport. It generates effective, purposeful dialogue.
3. **Confidence:** is self-understanding and personal management based on self-esteem. It is a realistic belief in positive expectations based on an accurate assessment of abilities.
4. **Empathy:** displays understanding of both thoughts and feelings. Sensitivity to verbal and nonverbal cues; connection to personality styles and individual preferences enhances the ability to resonate and develop rapport.
5. **Influence:** is a set of skills that adapts persuasion and negotiation to people and situations. Effective adaptation, versatility and flexibility allow appropriate matching for optimal impact.
6. **Likeability:** communicates warmth, personality, candor, attractiveness, approachability, and good humor. This creates a charisma and magnetism that supports positive interaction.
7. **Motivation:** is the ability to generate, sustain and conclude behavior(s). This skill is pre-requisite to generating performance and instilling a desired level of quality in that action. Energy, enthusiasm and excitement create momentum that cannot be stopped.
8. **Resiliency:** is the mental and physical recovery from setbacks. The capacity to move on from failure and disappointment to improvement and progress is essential to overcome obstacles. Resiliency converts negative experiences into positive learning.
9. **Personal Management:** manages stress and time. It mitigates burnout and fatigue by focusing efforts and engaging excitement. Effectiveness lowers tension while improving health, effectiveness and success. This skill optimizes resources and returns on effort.
10. **Credibility:** presents the ability to be trusted. It sets the tone for integrity and honesty in the relationship. People buy from individuals they know, like and trust.

Effective selling begins with an awareness of self and interpersonal dynamics. It restrains impulsiveness; poor listening, negative emotions and bad attitudes. It has an active tenacity and determination to overcome setbacks and obstacles while focusing on customer service. It values and appreciates others creating positive energy. Emotionally intelligent sales people don't just close deals, they open relationships.



Taping into the power of emotional intelligence through EIQ-2 leads to positive results.

What are your thoughts and experiences?

Success Dynamics International offers the Peak Performance Executive Hold system in EIQ-2....  
Coaches, trainers winners... take note:

Our EIQ-2™ training consists of:

1. The Empathy Principle
2. EIQ Emotional Intelligence
3. EIQ-2 Emotionally Intelligent Leadership
4. EIQ-2 Emotionally Intelligent Influence/Persuasion/Sales
5. TmEIQ-10 Emotionally Intelligent Teams
6. Smart Organizations and
7. Client Centered Service.

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