



# SALES PERFORMANCE

## EMOTIONAL INTELLIGENCE: THE DRIVER OF SALES SUCCESS



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### What makes a sales person successful?

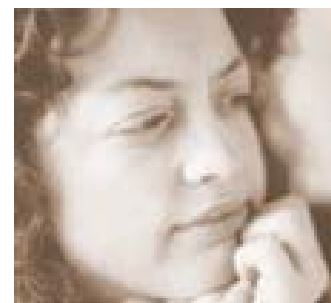
It's not their IQ, education or even product knowledge. They need to have a certain amount of these, but what sets the high performers apart from the average is their Emotional Intelligence (EQ). Consider this research:

- Optimistic sales people outsold pessimistic sales people by 37% at Met Life
- Pessimistic sales people are twice as likely to quit their job as optimistic sales people
- A Gallup study showed the primary driver of customer loyalty is the engagement level of sales and customer service people
- At American Express, sales people trained in Emotional Intelligence outsold sales people not trained in EQ by 20%

### How can you increase sales performance?

If an organization only trains their sales people in technical skills, product knowledge and sales processes, then they are missing the key ingredient to increasing sales. IHHP's Sales Performance program allows sales people to develop the following critical Emotional Intelligence competencies:

- Dealing with setbacks and adversity
- Empathy and connection with clients
- Confidence in themselves
- Dealing with change and perceived bureaucracy
- Focus on sales performance



# SALES PERFORMANCE PROGRAM



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## Audience

Sales people interested in reaching the next level of performance.  
Sales managers and sales leaders should also attend the program.

## Learning Outcomes

After a sustained and comprehensive training and coaching program, sales people will:

- Increase self-awareness and self-control – to allow sales people to remain calm and poised, and react skillfully when dealing with difficult or challenging customers and peers.
- Learn techniques for dealing with the setbacks and adversity inherent in sales and customer service positions – missed targets, rejection clients, internal bureaucracy, etc.
- Build skills of empathy and communication – critical to developing strong emotional connections with customers
- Inspire individuals to commit to specific and measurable goals and then be held accountable, in order to move them towards greater personal leadership and sales performance

## Accountability and Time: Integral Parts of the Solution

In order for learning to 'stick', a successful training program must provide opportunities for individuals to practice new skills and be held accountable. Without repetition, there is little chance for new brain neural pathways - and the behaviours that come from them - to develop.



IHHP's programs provide opportunities over time for both practice and accountability.


We include not only assessment, but also individual and group coaching, audio programs and e-learning follow-up. When this blended learning approach is used, individuals and organizations will start to see significant new skills displayed on the job.

A typical blended learning program from IHHP includes:





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We at the Institute for Health & Human Potential recognize that keeping good people and helping them develop their potential is the single most important issue facing companies today. We found in our research that many organizations either lose high potentials to the competition or do not grow their employees effectively – thus squandering their most important competitive advantage, their people.

Since 1995, we have worked with:

- Fortune 500 companies
- High performing business executives
- Leadership teams at major corporations, and
- Olympic athletes.

IHHP's sales training, coaching, and original research helps high potential individuals, managers and leaders move to the next level of performance.

### **Enhancing Sales Performance Through Emotional Intelligence Development**

Article excerpt from *Organizations & People*, May 2007, Vol. 14 No 2—Sue Jennings & Dr. Benjamin R. Plamer

Front line sales managers and sales representatives were put through a learning and development program on emotional intelligence designed to enhance their sales performance. The emotional intelligence and sales revenue of participants was measured before and after the program and compared to that of a Control Group who were only assessed before and after the program (i.e., given no development). The emotional intelligence of the participants was found to improve by a mean of 18% while the Control Group decreased by 4%. In addition, the total sales revenue of the participants was found to increase by an average of 12% in comparison with the Control Group. While several studies have reported positive relationships between emotional intelligence and sales performance, this study is one of the first in the world to report improvements in sales revenue resulting from emotional intelligence development. The methodology of the program is outlined and the way in which it could be adapted to improve other human capital variables, such as leadership and employee engagement, are discussed.





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**"In six years of having sessions for our sales people, the EQ session IHHP delivered was definitely the best one we've ever had. The program gave our sales people a better understanding of how to connect more deeply with customers and peers, and to put themselves in the customers' shoes. They learned what optimism really is and how they can deal better with the setbacks and objections they face. The sales people walked away saying they are going to use what they learned and that it will make a difference in their professional and personal lives. This EQ program will increase the sales performance of my team - that's more than I was expecting!"**

*Budget Rent-A-Car*

#### **ABOUT IHHP—WHAT WE DO**

The Institute for Health and Human Potential is a research and learning organization that uses Emotional Intelligence to leverage performance and leadership. We do this based on a blended learning approach which includes keynotes, selection and development tools, training programs, coaching and e-learning to create lasting behavior change. Our expertise is sought by Fortune 500 companies, the world's top business schools, professional athletes and Olympic medalists.

Businesses around the world look to IHHP and our programs on Emotional Intelligence to help them with a wide variety of issues: providing greater leadership and management skills, improving teamwork and individual relationships, retaining key employees and fostering an environment of greater motivation and inspiration. Our customers also find our emotional intelligence programs bring them greater fulfillment and a stronger sense of purpose and meaning to their lives.



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