



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

By Colleen Stanley

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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!

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“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*.

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