

Emotional Intelligence for Sales Professionals

Price: \$2,230

Course Objectives

- Understand the principles of emotional intelligence and its importance in sales.
- Recognize and interpret emotional cues from customers.
- Manage personal emotions to remain calm and persuasive under pressure.
- Develop strategies for empathetic communication that resonates with clients.
- Navigate challenging conversations and secure customer loyalty with tact and empathy.
- Foster long-term customer relationships through enhanced interpersonal skills.

Course Structure

- **Duration:** 8 Weeks
- **Format:** Weekly 2-hour sessions (online or in-person)
- **Assessment:** Case studies, role-playing exercises, quizzes, and a final project

Week 1: Introduction to Emotional Intelligence (EI)

Topics:

- Definition and components of EI
- Importance of EI in sales
- Self-assessment of EI skills

Activities:

- Interactive lecture
- EI self-assessment quiz
- Group discussion on the impact of EI in sales scenarios

Assignment:

- Reflective journal on personal EI strengths and areas for improvement

Week 2: Self-Awareness and Self-Management

Topics:

- Understanding self-awareness
- Techniques for improving self-awareness
- Managing emotions in high-pressure sales situations

Activities:

- Mindfulness exercises
- Role-playing scenarios
- Group discussion on self-management techniques

Assignment:

- Practice mindfulness techniques and document experiences

Week 3: Social Awareness and Empathy

Topics:

- Recognizing emotional cues in customers
- Developing empathy
- The role of empathy in building customer relationships

Activities:

- Case study analysis
- Empathy-building exercises
- Group discussion on empathetic communication

Assignment:

- Observe and record emotional cues in customer interactions

Week 4: Relationship Management

Topics:

- Building and maintaining strong customer relationships
- Conflict resolution techniques
- Strategies for effective communication

Activities:

- Role-playing difficult customer interactions
- Group discussion on relationship management strategies
- Conflict resolution workshop

Assignment:

- Develop a personalized relationship management plan

Week 5: Emotional Intelligence in Sales Techniques

Topics:

- Applying EI to sales techniques
- Influencing customer emotions
- Closing deals with empathy

Activities:

- Interactive lecture on EI sales techniques
- Group exercises on influencing emotions
- Role-playing closing deals

Assignment:

- Create a sales pitch using EI techniques

Week 6: Navigating Challenging Conversations

Topics:

- Handling objections with empathy
- Techniques for staying calm under pressure
- Strategies for turning challenging conversations into opportunities

Activities:

- Role-playing challenging sales conversations
- Group discussion on staying calm under pressure
- Workshop on turning objections into opportunities

Assignment:

- Reflect on a challenging sales conversation and analyze using EI principles

Week 7: Building Long-Term Customer Relationships

Topics:

- Fostering customer loyalty
- Strategies for long-term relationship building
- Importance of follow-up and continued engagement

Activities:

- Case study analysis
- Group discussion on long-term relationship strategies
- Follow-up communication workshop

Assignment:

- Develop a follow-up strategy for recent sales interactions

Week 8: Final Project and Course Review

Topics:

- Review of key concepts
- Presentation of final projects
- Course wrap-up and feedback

Activities:

- Final project presentations
- Group discussion on key takeaways
- Course evaluation and feedback session

Assignment:

- Final project: Develop a comprehensive EI-based sales strategy