



Human connections make or break a sale. People buy for emotional reasons and then justify their actions with logic. You can be prepared, with a smooth pitch, and an impressive presentation, but if a personal connection is missing, the window of opportunity will close.

General intelligence and technical skills support the sales role, but to truly succeed, one must also possess a high level of emotional intelligence (EQ). Effectiveness in the sales profession requires broad knowledge and the use of all five dimensions of EQ: self-awareness, self-regulation, motivation, empathy, and social skills. Research has determined that EQ is a key predictor for overall success.

### Traditional Sales Challenges

- Cognitive power doesn't cut it – emotions play a role in performance.
- Good training and preparation, but difficulty responding to clients in the moment.
- Lack of perceptual sensitivity to detect and respond to subtle customer signals.
- Hard selling instead of authentic relationships.
- Standard or typical training does not improve sales performance.

*“As a sales consultant, it’s critical for me to understand where others are coming from, and how they perceive me, so as to create relationships that can be mutually beneficial. Over the past year, I have noticed a considerable positive shift in my demeanor and my approach towards dealing with others and with my own business. I feel calmer and more in control thanks to the exploration and work I’ve put into improving my emotional intelligence.”*

*-EQmentor Mentee*

**“The idea behind emotional intelligence in the workplace is that it is a skill through which employees treat emotions as valuable data in navigating a situation.”**

*~Wharton Management Professor, Sigal Barsade*

## Sales and EQ at Work

- ◆ At L’Oreal, employees selected on the basis of certain emotional competencies sold \$91,370 more than salespeople selected with the company’s old selection procedure did, for a net revenue increase of \$2,558,360. Employees selected on the basis of emotional competence also had 63% less turnover during the first year than those selected in the typical way.  
*~Spencer & Spencer, Competence at Work: Models for Superior Performance*
- ◆ Optimism is another emotional competence that leads to increased productivity. New salesmen at Met Life who scored high on a test of “learned optimism” sold 37 percent more life insurance in their first two years than pessimists.  
*~Martin Seligman, Learned Optimism*
- ◆ Experienced partners in a multinational consulting firm were assessed on the EQ competencies plus three others. Partners who scored above the median on 9 or more of the 20 competencies delivered \$1.2 million more profit from their accounts than did other partners – a 139% incremental gain.  
*~Richard Boyatzis, Presentation to the Linkage Conference on Emotional Intelligence*

**Mission:** to create the perfect learning experience!

EACH SUBSCRIPTION INCLUDES:	ALL MENTEES HAVE ACCESS TO:
<ul style="list-style-type: none"> <li>◆ Full up-front EQ and Personality Assessment</li> <li>◆ Certified, custom-matched mentor with a proven track record</li> <li>◆ Own private &amp; confidential learning room with a mentor</li> <li>◆ Average of two communications per week with a mentor</li> <li>◆ Generation of 3-5 action items addressing a Company Challenge</li> <li>◆ Post Emotional Intelligence Assessment and Growth Report</li> <li>◆ Full unlimited access for 12 months</li> </ul>	<ul style="list-style-type: none"> <li>◆ <b>EQ Room</b> – Private and confidential portal for interacting with mentor.</li> <li>◆ <b>EQ Wisdom</b> – User-generated content such as stories, quotes, presentations, and reviews.</li> <li>◆ <b>EQ Experience</b> – Collaborate with a global community of peers and mentors across vocations and industries.</li> <li>◆ <b>EQ Knowledge</b> – Access company profiles, industry trends, articles, or peer-reviewed publications.</li> <li>◆ <b>EQtoolkit</b> – Over 300 learning and development exercises to supplement learning.</li> <li>◆ <b>EQideagora</b> – Post an idea or problem and seek to build solutions through collective community feedback.</li> </ul> <p style="text-align: right;"><b>...AND MUCH MORE</b></p>



**Extended Learning Model**

- Evaluate experiences at the point-of-need
- Learning is relevant
- Self-awareness of patterns

*“Better than my MBA!”*

*“The relationship with my mentor was extraordinary!”*

*“One of the best resources offered by my institution.”*

*“I am grateful for this experience.”*



**Emotional Safety**

- Confidential interactions
- Able to disclose information freely



**Outcome-Based Learning**

- Experience-based learning
- Impact to business
- Immediate application



**Mentoring**

- Learn from someone who has walked your path
- Knowledge and wisdom

*“Made me a much better leader.”*

*“The anonymity really fosters a genuine interaction.”*



**Multi-Mode Learning**

- Active, self-directed learning
- Self, peers, knowledge sources, and mentor

*“Single-handedly the best development option I’ve ever participated in.”*

*“Exceeds every expectation I had.”*



**Company Challenge – Impact to Business**

In addition to personal and professional growth, EQmentor mentees have an opportunity to directly impact business development by working on a Company Challenge, EQmentor’s action learning solution. Mentees select a business issue facing their department or company, research and discuss it with their mentor, and bring back 3-5 action items to positively address the issue – all implementable within 6 months.