

## TRAINING

Adult learning theory states that lessons need to be applied and evaluated by adults for optimal learning. We integrate this theory into our training by incorporating individual exercises, role-play, teamwork, skill practice, coaching, and evaluations.

## COURSE DESCRIPTION

- This one-day workshop enables participants to learn and understand the impact of emotions in the workplace. Participants will develop a greater awareness of emotional reactions and those of their direct reports. Also, participants will learn how to communicate with their direct reports in ways that help them to manage their emotions more effectively.
- Given the increased competitive pressures of a global market place and increased demands in customer requirements, sales professionals have found they must sell differently and to different decision makers than they did in the past. These new requirements can result in a wide range of feelings and frustration. This requires learning how to manage tension and increase personal (emotional) comfort in adapting to various challenging situations and challenges.

## OBJECTIVES AND COURSE CONTENT

At the conclusion of this training program, the participants will be able to:

- Understanding what emotional intelligence is
- Exploring the case for emotional intelligence as it relates better customer and colleague interaction
- Developing timely awareness of emotions “in the moment”, especially while working with internal and external customers
- Managing emotion and using the “right” emotion to enhance business effectiveness
- Applying your emotional intelligence protocol to the appropriate situation so that progress is made and resistance is contained
- Increasing perceptual sensitivity to detect and respond to subtle customer signals



# EMOTIONAL INTELLIGENCE IN SALES

- Identifying and responding to the critical incidents that trigger unproductive behavior and actions
- Creating a personal action plan for immediate application

## PRE-ASSIGNMENT

Each participant will be given Participants will complete an individual pre-assessment Emotional Intelligence Attribute Index.

## ACTION PLANNING

Each participant creates an individual action plan.

## CLASS SIZE

Maximum of 16 people per workshop.

## EXPENSES

The Training Edge, LLC will be reimbursed for all reasonable travel expenses for airline and ground transportation, hotel accommodations, meals, parking, tips and shipping of materials.