

THE BEING STATES OF GENOS EI



○ Outer circle - productive being states

● Inner circle - unproductive being states

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High Impact Selling Using Emotional Intelligence

Emotional Intelligence involves a set of skills that define how effectively people perceive, understand, reason with and manage their own and others' feelings. These skills are cornerstone to successful selling, as emotions are an inherent part of why people do and do not buy.

Research studies suggest that Emotional Intelligence makes a difference in sales, including how effectively sales people:

- establish and build client rapport
- generate passion for the products they sell, and
- overcome buyer objections when closing a sale.

The Genos model of workplace Emotional Intelligence comprises seven specific EI skills critical to successful selling. Each skill, its definition and how sales people can apply it to successful selling are presented below.

Skill of EI	Definition	Emotionally intelligent sales people use this skill to ...
Emotional Self-Awareness	<i>The skill of perceiving and understanding one's own emotions.</i>	<ul style="list-style-type: none"> • Recognise how they feel about an upcoming sales call • Understand what inspires them about the product they sell • Identify what makes them uncomfortable about a particular client • Know when they are ready to delivery a high impact sales presentation
Emotional Expression	<i>The skill of expressing one's own emotions effectively.</i>	<ul style="list-style-type: none"> • Talk with passion about their product • Match their words and body-language during an important sales meeting • Show enthusiasm when building rapport with a new client • Ask for help when not confident about an upcoming sales 'pitch'
Emotional Awareness of Others	<i>The skill of perceiving and understanding others emotions.</i>	<ul style="list-style-type: none"> • Recognise a client's buying signals • Identify why a prospect may be non-committal towards their product • Know how their product adds value to their customers • Understand how a client makes a decision about a new product
Emotional Reasoning	<i>The skill of utilizing emotional information in decision-making.</i>	<ul style="list-style-type: none"> • Take calculated risks in preparing a sales strategy for a new client • Prepare how to most efficiently overcome a client's objection to a new product • Fully appreciate a key client's market and product needs
Emotional Self-Management	<i>The skill of effectively managing one's own emotions.</i>	<ul style="list-style-type: none"> • Remain positive and optimistic when in a sales 'slump' • Problem solve why a sales call did not progress as planned • Visualise a successful sales presentation
Emotional Management of Others	<i>The skill of influencing the moods and emotions of others.</i>	<ul style="list-style-type: none"> • Influence a prospective customer to say 'yes' • Overcome a customer's reservation towards a new product • Help a client feel enthusiastic about a product they recently purchased
Emotional Self-Control	<i>The skill of effectively controlling strong emotions experienced.</i>	<ul style="list-style-type: none"> • Control their emotional triggers when facing strong resistance from a client • Remain resilient after multiple client knock-backs • Stay focused when a sales call seems to being getting off-track • Stay focused after a successful sales call