

Emotional Intelligence and Psychology of Sales

Discover how to forge deeper connections, build trust, and ultimately improve sales success. Become an expert at recognizing and addressing your clients' wants and emotions, which will enable you to close more deals.

AUDIENCE

Key Account Manager (KAM)

Account Manager (AM)

Sales professionals

VALUE

Enhance participants' emotional intelligence to improve customer relationships, gain higher close rates, and increase revenue generation.

Foster in the participants the ability to connect on an emotional level leading to stronger, long-term customer relationships, promoting loyalty and repeat business.

Help sales teams navigate objections with finesse, turning challenges into opportunities.

OBJECTIVES

- Understand and recognize emotions, both within oneself and in clients.
- Apply emotional intelligence to establish deeper connections with customers.
- Improve communication skills by tailoring messages to align with emotional nuances.
- Leverage emotional intelligence to influence customer decisions positively.

CONTENT

Unveiling Emotional Intelligence in Sales

- Components of Emotional Intelligence
- Understanding the relevance of Emotional Intelligence (EQ)
- in sales and team management

Developing Emotional Awareness

- Techniques and methods for identifying and understanding one's own emotions
- How to recognize emotions in clients and prospects

Practicing EQ for

- Building trusting relationships
- Enhancing internal and external communication
- Managing customer objections with empathy
- Influencing customer decision-making

Personal Growth Through Emotional Intelligence

- Techniques for continued EQ development
- Setting personal goals for enhancing EQ in sales

METHODOLOGY

- Interactive Lectures
- Group Discussions
- Role-Playing Exercises
- Case Studies
- Hands-On Activities
- Feedback and Inquiry

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