

INSPIRATIONWORKS, LLC *presents...*

# S-EQ™: Tapping Your Emotional Intelligence To Improve Sales Results

## *A Workshop To Develop Your SEQ™ Sales Emotional Intelligence*

One-Day or Two Half-Day Sessions  
Scheduled to suit the needs of your organization

*Successful client relationships depend on our SEQ™, our sales emotional intelligence. Here's what studies have shown:*

- At American Express approximately 90% of financial advisors trained in emotional intelligence skills achieved significant improvements in sales performance.
- Sales in American Express's Financial Services Division increased by 18%. Regions with emotional intelligence programs showed 11% sales increase over other regions.
- Met Life insurance sales agents who were weak in emotional competencies such as optimism, self-confidence, initiative, and empathy sold policies with an average premium of \$54,000. Those strong in at least 5 of 8 key emotional competencies sold policies worth \$114,000.

*Learn new tools to improve and use your SEQ™*

### *Do you ever wonder?*

- Why can't I pick up that phone?
- Why do I feel intimidated?
- Why don't they return my calls?
- Why did that call go so badly?
- How can I recharge?
- How can I build connections?

### *What you'll get ...*

- 8 practical tools you can use daily to put more of the best *you* in your sales communications.
- Understanding of emotional intelligence and its impact on your client connection.
- Practice developing your emotional intelligence.
- Your own flexible process to cope with daily stress.
- Keys to identify, accept, and maximize your own and others' strengths.

## *Workshop Guides*



### **Valerie Pease**

- Experience: management, consulting, high-tech sales, computer systems analysis with Xerox Corporation, Marshall Field & Company, and Hart Schaffner & Marx
- Adjunct faculty: Portland State University
- MS: Portland State University, cognitive science

### **Roger Pease**

- Experience: CEO; high-tech startups Firstlink, Inc., Lattice Semiconductor Corp.; partner, international public accounting and consulting firm, Touche Ross & Co.
- Adjunct faculty: Portland State University
- MBA: Kellogg School, management, finance

# **S-EQ™: Tapping Your Emotional Intelligence To Improve Sales Results**

## ***A Workshop To Develop Your SEQ:™ Sales Emotional Intelligence***

### ***What are the goals of the workshop?***

- Maximize your sales communication effectiveness
- Develop your SEQ™—your sales emotional intelligence
- Employ emotions effectively
- Improve your connection with clients
- Improve Self confidence
- Increase comfort with change and stress
- Apply cognitive science and communication skills

### ***What topics do we cover?***

- Emotional Intelligence vs. IQ: How can I employ my emotions to build connections with my prospects and clients?
- The sales formula: My engagement=client satisfaction=sales
- The View From My Boat: What's the view from my client's boat? What are my motives?
- Ladder of Inference: Why didn't they return my call?
- Inner Sportscaster: Am I listening or reloading?
- Saying It Safely: How do I get the management and staff support that I need?
- Resilience: I blew that call! How am I unconsciously blocking change?
- Crisis Management Tools and Scripts: I have no sales energy! How can I recharge?

### ***What happens during the workshop?***

- We share information: fundamentals of why things happen the way they do in sales communication. Based on cognitive and behavioral science and made memorable and fun.
- We practice: the actual language to immediately and positively impact the way we interact with clients, and to identify areas for personal improvement.
- We experience activities: daily practices to incorporate in our everyday routines to insure that the principles of the workshop become muscle memory.
- We reinforce tools: communication habits necessary to maximize sales connections, one's sense of Self, and one's ability to more fully experience the richness of life.

### ***When, where, what is the tuition, and how do I register?***

- One-day or two half-day sessions.
- Schedule the timing of your workshop to suit your organization's needs.
- Tuition: \$495 for individuals. Two or more \$450 each.
- Group size is limited. To schedule please call 503.638.8607 or email: [inspirationworks@inspirationworks.com](mailto:inspirationworks@inspirationworks.com).