

Selling With Emotional Intelligence: Salespeople Excellence

- How do you prepare yourself emotionally to perform at your best as a salesperson?
- How can you stay positive and resilient even after facing continuous rejections?
- Would you like to cultivate self-leadership that boosts morale and keeps you motivated in sales?

Introduction

Sales is not only about strategies and techniques—it is also about emotions. Every human interaction is shaped by feelings, and for salespeople, emotional intelligence becomes the key to understanding, connecting, and influencing customers. The ability to show empathy, read emotional cues, and put yourself in the customer's shoes allows you to build genuine relationships that go beyond transactions. Emotional intelligence (EI) or emotional quotient (EQ) helps sales professionals manage rejection, stay motivated, and maintain the resilience needed to thrive in a competitive environment. This program is designed to help participants strengthen their EI, develop self-leadership, and build the emotional resilience required to excel in sales. By mastering these skills, salespeople will not only enhance their performance but also create lasting trust and loyalty with customers.

Program Objectives

This program aims to:

- Expose how the emotion works in the selling process
- Create an impactful sales strategy.

Learning Outcomes

After completing this program, the participants should be able to:

- Apply the strength EI is the basis of a relationship
- Apply EI in building a relationship and trust
- Enhance the sales strategy with the element of emotional intelligence

Methodology

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

Who Should Attend

Marketing executives, leaders and manager and anyone interested in applying emotional intelligence into the sales process.

Program Outline

Day One	
Time	Topics
9:00am – 10:30am	<p>Entering the Journey of Emotion</p> <p>In this module, the participants would be exposed to EQ as the critical area of awareness, how to move from Me to We and understand their personality DNA.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>Sales Success Factors</p> <p>In this module, the participants would learn the sales process and how emotions play a role in the sales process. The participants will study through a case study. The topics include the critical mass for sales success and applied critical mass.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>The Strength and Danger of Emotions in Sales</p> <p>In this module, participants would look at topics including hotheads and seeing red, six seconds of sabotage – from anger to danger, the viral spiral of emotion, and how to prevent and contain negative outbursts in the sales process.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>Solving the Mess</p> <p>Participants would learn how to learn how to handle the mess in the sales process due to emotions. Usually, the salesperson will feel helpless when their emotions disturbed. Hence, the participants would learn to redefine optimism, and they would know how to get the sources of discouragement</p>
Day Two	
Time	Topics
9:00am – 10:30am	<p>Motivation as the Sales Booster</p> <p>In this module, the participants would be shared how to find the motivation that lasts so that they would win the emotional tugs-of-war- the power of intent. Then, the participants would learn the method to face rejection and face all the outcome positively.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	The Power of Positive Mind

	The participants would learn how to develop emotional radar, make selling adjustments, overcome the narcissistic urge, and handle irresistible questions.
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	Holistic EI in Sales Area In this module, the participants would like hot to create likeable questions and reduce stress among salespeople to be more holistic as professional salespeople.
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	Seven Habits of Emotionally Competent In this module, the participants would learn how to sustain the positive emotion within. The participants how to apply rational, emotional behavioural therapy (REBT) and self-leadership to create a sustainable emotional intelligence to achieve customer excellence.