

EMOTIONAL INTELLIGENCE



SALES LEADERSHIP

The Secret to Building
High-Performance Sales Teams

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A PDF COMPANION TO THE AUDIOBOOK

3

Sales
Draft
Day



- ✓ **Negative attitude**
- ✓ **Arrogant**
- ✓ **Not coachable**
- ✓ **Poor work ethic**
- ✓ **No desire to learn**
- ✓ **Not ethical**
- ✓ **Bull in a china shop**

FIGURE 3.1

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Passion, Perseverance, and Sales Performance



...AND THE LIST GOES ON AND ON!

FIGURE 5.1

It's Time to Teach Time Management

Salespeople with an Instant Gratification Mindset	Salespeople with a Delayed Gratification Mindset
Prospecting Calls and Outreaches	Prospecting Calls and Outreaches
Not effective because the salesperson didn't invest time in analyzing whether or not this prospect fits the company ideal client profile. Keeps meeting with prospects who can't or won't buy.	Effective because there was time invested to determine if this prospect fit the company's ideal client profile. Achieves sales results because they are meeting with the right targets.
Prospecting outreaches are deleted because they look and sound like every other salesperson. They're really busy reaching out to prospects with canned, generic, and nonrelevant value propositions.	Connect with prospects because they invested time in crafting prospecting messages customized for the buyer, industry, competitor gap, and pain point. They avoid one-size-fits-all value propositions.
Referral Partner Meetings with Non-Competing Vendors	Referral Partner Meetings with Non-Competing Vendors
Not effective. The salesperson keeps meeting with potential partners that can't or won't refer the right type of business.	Effective because the salesperson designed qualifying questions to determine if this potential partner can/will refer business. Questions such as:

(cont.)

Salespeople with an Instant Gratification Mindset	Salespeople with a Delayed Gratification Mindset
Your salesperson's coffee partner doesn't call on the C-suite. Keeps referring your salesperson to non-decision makers.	Who and what level is their potential partner calling on?
The salesperson's coffee partner wins business on low price so only gives referrals to cheap, transactional prospects.	Does this person sell on value or price?
The salesperson's referral partner is treated like a vendor, not a partner, by their clients.	What is their relationship with their clients?
Your salesperson receives the same treatment when given an introduction.	Are they treated as a partner or a vendor?
Your salesperson's coffee partner doesn't embrace the power of reciprocation. They are a taker, not a giver.	Are they a giver or taker?
Multitasking	Multitasking
Salesperson is checking email every five minutes or each time an alert pops up.	Productive salespeople don't! They're effective because phone/email alerts are turned off.
Never completes intentional work or focused work. And if they do, there are mistakes and rework. Completed work is average at best.	They focus on one sales task at a time, completing the task in less time and the completed work is high-quality work.
Conducting Sales Meetings with Prospects and Customers	Conducting Sales Meetings with Prospects and Customers
Ineffective because the salesperson didn't take the time to engage in pre-call planning. He is winging the sales conversation rather than mastering and leading an effective conversation.	Effective because the salesperson took the time to pre-call plan. Compelling questions are developed and asked during the sales meeting.
He didn't plan for objections so ends up defending and justifying, sending prospects into fight or flight responses.	Didn't get stumped by objections because the salesperson created a strategy for preempting or handling.
Blows the call in the first five minutes because she didn't adjust her communication style to match the prospect's style.	The salesperson identified the prospect's personality style and adapts her approach to create rapport and trust.

MIND MAP

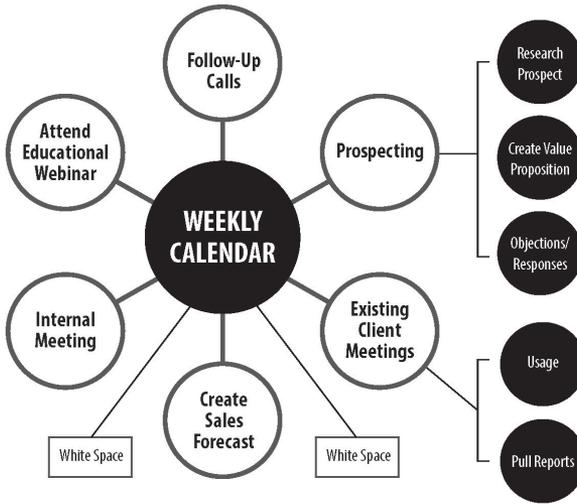
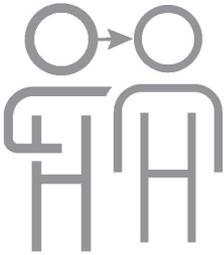


FIGURE 17.1

The Sales EQ and Sales IQ of Teaching and Coaching

THE “S” FRAMEWORK OF EMPATHY



Slow down.

Stop to think.

Step into your salesperson's shoes.

State what the salesperson is thinking or feeling.

Be **Still** and listen to their **Story**.

FIGURE 18.1

The Neuroscience of Teaching and Coaching

J-CURVE

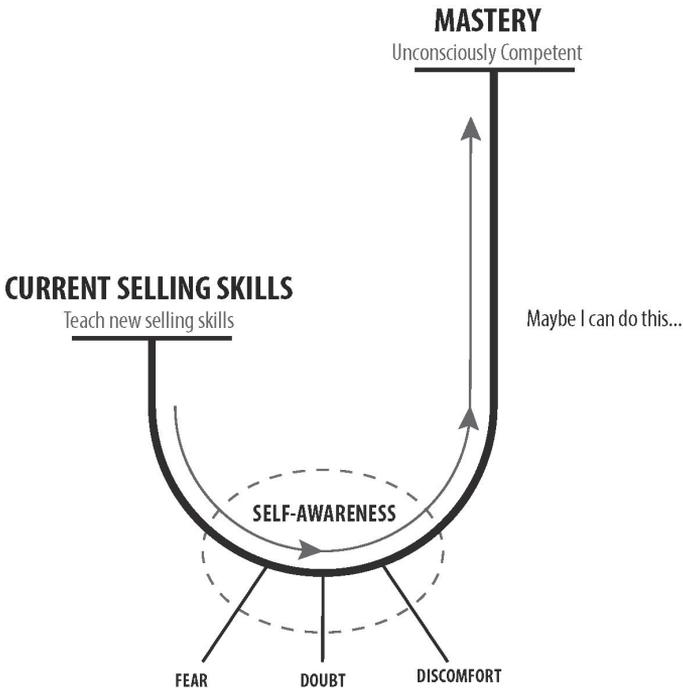


FIGURE 19.1