

Increasing your sales performance with EQ (I) – Why should people buy from me?

Synopsis

Sales organizations face four challenges,

1. Increased competition and changing market environment leading to erosion of margin.
2. How to find sweet spots to differentiate your sales organization from your competitors.
3. A more educated (demanding) buyers, leading to higher expectation from clients on sales professional to go beyond products, features and functions selling.
4. Sculpting an agile and a growth mindset for your sales organization to constantly evolve and adapt to the ever-changing market place.

A successful sales order in the bag is a combination of providing value added solution at a “correct” price point, identifying key stakeholders, managing their expectations and needs, pitching the idea to these stakeholders, finding out, amplify customer’s pain point, working as a team with colleagues, managing emotions and handling rejections and objections from clients. On top of these, to be disciplined enough to follow through a simple sales process. Sounds complicated? That’s why we are here to take you through this fascinating, fun and rewarding journey of selling.

The ***Increasing your sales performance with EQ*** consist of two, 2-days modules, the first module, “*Why should people buy from me?*”. Focus on developing three key areas of your sales team over a period of time. Skillsets, Mindsets and Awareness. The purpose is to uncover amplify customers’ pain points and develop useful mindsets and values in order to be successful in the selling profession.



We have incorporated best practices on selling skills, understanding, reading human behavior, buying psychology, emotional intelligence (EQ), basic resilience topics and high-performance mindsets.

Objectives:

- To provide an understanding of why EQ matters greatly in sales profession.
- Participants will discover the changing nature of selling in this digital age.
- Participants will explore the value equation and how it impacts their sales performance.
- Participants will learn a more effective and efficient sales process.
- Participants will discover their blind spots as a sales professional.
- Participants will understand why people buy services and products.
- Participants will learn how to uncover customers' rocks - How to deep dive to explore and uncover their customers' business needs and challenges.
- Participants will discover 4 barriers to communications and learn ways to communicate effectively with customers.
- Participants will learn and practice high impact questioning techniques used by ICF (International Coach Federation) professional executive coaches to help them "advance" their sales.
- Participants will learn how to build trust with their customers using the SPARK strategy.

Agenda

- Why the need to change the way we sell?
- What is selling?
- Selling process.
- How to selling value?
- Why people buy?
- Listening and questioning skills.
- Building trust with clients.

Program Features & Benefits

- Two days of training with leading expert in the field of business development and key account management. The training will provide both an intellectual and real-life business case studies understanding of emotional intelligence while delivering practical tools that allow them to develop and apply EQ on your sales career.
- A tailor-made workbook with resources, tips and coaching questions to enable them to journal, reflect and chart their realizations and progress during and after class.
- Becoming more aware of their own emotional intelligence with the SEI assessment.
- Know the meaning of emotional intelligence and a model for using the concept in their work and life.
- Develop a Professional and Personal Development Plan for applying EQ to increase their sales performance.

Methodology

- Activities to access feelings and emotions.
- Role plays to simulate real life selling situations.
- Journaling, reflection and group discussion.
- Viewing of movie strips, case studies and coaching conversations.

Target audience:

Experienced and new business to business, capital equipment sales or marketing professionals, key account managers, financial advisors and private bankers.

What are people saying about the courses

"I have learnt from Daniel how to manage my emotions better and not be so reactionary. I have more pleasant and meaningful interactions with my colleagues and family members. It is a life changing experience."

*Dinesh Chandiramani
Relationship Manager, DBS private bank*

"Knowing nothing about selling, I attended Daniel's sales program. I was a little hesitant in the beginning as I thought that a local facilitator would understand the Philippines market better than a foreigner. To my surprise, Daniel's lively, engaging and highly applicable workshop made selling easy for me. It really does not matter which country the participants are from. I have been a successful sales professional for almost three years, Daniel helped me a lot and he mentored me not only in the area of sales but also in life. Thank you! Daniel, I hope that you continue to inspire others with your work."

E J Villacorte

Manila, The Philippines

"Daniel's talks are always very dynamic and mind changing. It makes you see things in different light. Now I can better assess my emotions and actions to allow me to respond to challenges I face. I would encourage anyone facing obstacles in life to attend one of Daniel's workshop and listen to what he has to say. I guarantee he will make you see things differently!"

Patricia Busqui

"When I began to listen to what Daniel says in the class, he opened up different perspectives to me. I became more confident about myself...I am just grateful."

K C

Manila, The Philippines

About the presenter



Daniel Yeo has 26 years of extensive corporate experiences in the medical technology businesses in American and German multi-national companies in the Asia Pacific region. Trained as an engineer and he later moved into the areas of:

- a) Business development, channel management, sales performance enablement training.
- a) Working with middle and senior managers in Asia and Europe to develop their people skills, growth mindsets and competencies to accelerate and sustain their level of performance.

He is currently the Director (Asia Pacific) of EQ Asia and founder of the Mindful Leadership™ Program at Alive Consultancy (Pte. Ltd) with branch office in China. Daniel work with individuals and leaders in Asia to develop their resilient/growth mindsets in order to adapt and thrive in this ever-changing world. Some of his clients included, Dyson, DELL, Telenor Group, Agilent Technologies, Singapore Ministry of Education, Keppel Land China, Geely Auto, School of Management, Fudan University (Shanghai).

Daniel is active in International key note speaking, change consultancy and facilitating workshops in Asia and Germany. He has spoken at several high-level Human Resources summits and at the Fudan University, School of Management in China. Daniel is also a mentor at the Asia Institute of Mentoring.

He is also deeply concern with the high level of stress teenagers are experiencing today. Therefore, he partners International Schools and Singapore Ministry of Education in helping children and teens to build their resilience muscles through the “Resilience for Teens Program”.

Daniel is accredited with

- Certified by University of Oxford to facilitate the Mindfulness Based Cognitive Therapy (MBCT)
- Certified Executive Coach (International Coach Federation)
- Certified EQ Asia senior Coach
- Certified 6 Seconds EQ Practitioner
- Certified NLP Practitioner with the American Society of Neuro-Linguistic Programming™
- Certified to coach and administer using Enneagram Personality Profiling Tool with the International Enneagram Association
- Certified to coach and administer using EQ Asia EQCP profiling tool
- Certified to facilitate the Mindfulness in Schools Project (UK) curriculum. b
- Certified to administer DISC

Professional membership

- Member, International Coach Federation
- Member, Asia Pacific Alliance of Coaches
- Founding member, China Coach Federation

Daniel holds a Bachelor of Engineering with the University of Salford and a Master of Science in Business Management with the National University of Ireland.