

# EQ in Selling: Get your sales force humming

## - Presented by Chris Golis

The program is ideal for any organisation, looking for an effective emotional intelligence selling and negotiating program that will dramatically increase their representatives' business development success rate.

Unlike competitive programs that use two or three personality styles and are too simplistic, **EQ in Selling** uses the Humm-Wadsworth system of seven temperament components, the limit of short-term memory, to satisfactorily analyse prospects and clients. Using the Humm techniques one multinational division invited to participate in 15 major tenders over an 18-month period won all 15 tenders! Previously the expected strike rate was 10-15%.

This program is based on the following precepts:

- ***Unless you arouse an emotional want for your product or service there will be no sale.***
- ***A significant part of our non-logical emotional behaviour can be explained by seven core emotional drives of which two or three are dominant in each prospect.***
- ***Most salespeople understand the 'how' and the 'what' they are selling but not the 'who'.***
- ***If you can teach sales people how to discover the dominant core emotional drives of their prospects and tailor their presentations accordingly, they will gain a significant competitive edge.***

### Key modules of the program;

<b>PSAQ</b>	All participants complete the PSAQ (Personal Style Assessment Questionnaire), which is a subjective test to establish their dominant and weaker components.
<b>The 7 components</b>	Each of the seven components is introduced using extensive audience participation.
<b>TOPDOG</b>	Participants learn to develop empathy by six clues: Talk-Organisation-Position-Dress-Office-Gambit
<b>Video #1</b>	Why people buy different cars
<b>Presentation strategies</b>	Why certain strategies work with one component and not with others and what are the best strategies for each component
<b>Objections</b>	What objections to expect from each component and how to answer the objections and at the same gaining emotional commitment.
<b>Closing</b>	Which of the seven commitment techniques works best.
<b>Video #2</b>	A visit to seven managers
<b>Personality Dissonance</b>	Potential alienation. What are risk groups for each component?
<b>Video #3</b>	Two case studies in Personality Dissonance

By the end of this **EQ in Selling** program participants should be able to recognise the;

- 7 components of the Humm-Wadsworth temperament system
- Adapt a sales presentation
- Tailor the benefits of their own products and services
- Know what objections are likely to occur and which closing technique will work best and why
- Participants will also learn which personality types that they naturally alienate, and what behaviour they should modify.

### About Chris Golis MA (Cambridge) MBA (London) FAICD FAIM SF Fin;

Chris Golis graduated in 1967 from Cambridge University in Experimental Psychology and Economics and in 1973 he graduated with distinction with an MBA from the London Business School.

Chris is a Fellow of the Australian Institute of Company Directors, the Australian Institute of Management, a Senior Fellow of FINSIA and the Chairman of the Cambridge Society of NSW.