

How to Build Relationships through professionalism and consultatively sell with the value add of Emotional intelligence

Farnaz Namin, Ph.D.



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Why Is Persuasiveness Such an Important Competency?

1. Your ability to persuade and influence people is one of the most important skills you can develop. By learning how to persuade and influence people, you can achieve greater personal power.
2. It can guarantee your progress and enable you to use all of your other skills and abilities.
3. Learning how to persuade people will earn you the support and respect of all the Forces at Play: your customers, bosses, co-workers, colleagues and friends.
4. The ability to influence others is potentially the most central talent which can draw people in your community quickly to your side.



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Learning Objectives

- a. Assumptions and common, yet ineffective methods for persuasion
- b. Why Emotional Intelligence is at the heart of Persuasiveness
- c. The necessary personal skills for Persuasiveness
- d. Habits of the best managers
- e. Barriers to Persuasiveness

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Everybody is in Sales

- Parents
- Educators
- Politicians
- Children
- Churches
- Professional Athletes
- Recruiters
- Partners

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True or False

Top-performing salespeople are always the best sales managers.

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The Best Managers are the Best Sales People

Ted Williams is a great example of how the skills and talents required to manage others are often not the same as the skills and talents that it takes to be a great individual player.

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True or False?

Good managers are always good sales people.

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True or False?

A good sales person can sell anything to anyone.

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True or False?

Sales is the Highest Paying Hard Work and the
Lowest Paying Easy Work.

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What is Persuasion

The Art of helping people to realize that what they want, is what you want.

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Common Methods for Persuasion

Nagging

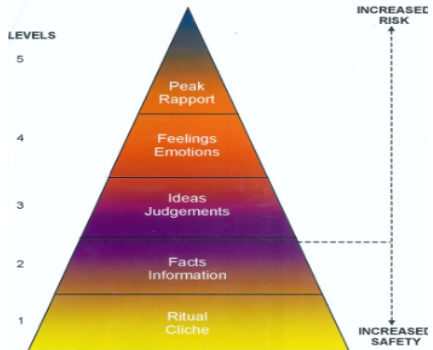
Although it seemingly works at times, it is course because their "customer" (boss, customer, partner, colleagues or children) give in solely to get some peace. But as a general rule, when persuaded in this way, the "customer" is not bought into the idea, and is not committed to it. Meaning, when the going gets rough, the idea will easily just wither and die.

Coercion

Assuming a place of power, and ordering others to do what they want them to do. Again, their "customer" may participate in the mean time, but they won't necessarily be bought in or like what they're doing. More orders will be issued to push the idea, but still unsuccessfully, as those involved, are doing it because they *have* to, not because they *want* to or feel it being necessary.

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LEVELS OF COMMUNICATION



The "Holy Grail" of persuasion

- To get others to buy into your idea, and want to do it your way. And the best way of doing that is to subtly demonstrate that the idea is good for them. Win/Win
- The moral here is that you can't force someone to do what they don't want; instead, the art of persuasion is to get them to want what you want.

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Experiment

I devised a challenge where my students needed to find a way to get to a specific destination, safe and sound, with nothing more than the clothes on their back.




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Results

The results were amazing. Many of them were able to get bank loans of from \$100 to \$500 simply on the force of their personal power and influence.




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Emotional Intelligence Starts
with Yourself

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Fear is the Path to the Dark Side
Our Brain cannot feel two emotions
at the same time.

Have a one-on-one with
YODA before every sales
Conversation



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1. Assess your own abilities

Are you stronger at influencing or intuition?

Example: when you enter a room are you able
to quickly pickup how people think and what
makes them tick? Or are you an individual that
is very fact oriented?

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2. Assess Your audience

- Are they fact/data oriented?
- Are they a quick decision maker or a slow one?
- Are they an independent thinker or a collaborative one?
- What are their values or driving forces?

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3. Design the Talking Points

- Example Martin Luther King
Highly influential and highly intuitive people are good at picking up cues and in turn using emotionally charged words (pathos) to grab and hook the audience.

Ex of words: strong, powerful, freedom, tragic, bloodshed, cruelty, aggression etc.

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4. Stabilize the Conversation

- Use repeated phrases containing the words
- Use questions that you know the answer to which arouse the individual to think about what they care about deeply
- Don't ask them to decide, lead them to decide with an internal agreement to their emotions
- Use imagery, anecdotes, and known biblical/historical figures of speech or phrases.

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Video

Here is the link for Zig Ziegler's Secrets of Closing the Sale

<https://www.youtube.com/v=Vn90F9HhHhA>



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“The Sales process is Not Something you do to somebody, it’s what you do for somebody.
You cannot sell anything to anybody, unless they have a need for it.”

Zig Ziegler

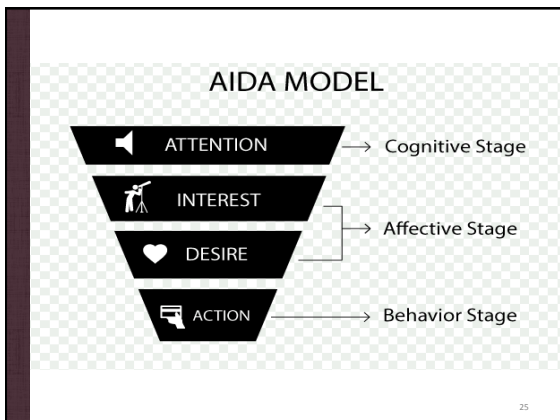
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Transformation of the Sales Process

Before: show up and throw up

After: Consultative Selling and Decision-based selling

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- ### 8 Necessary Components of the Art and Science of Persuasion
1. Foresight
 2. Casual and subtle
 3. Relateability and Reciprocity
 4. Need and Urgency
 5. Scarcity
 6. Credibility and Authority
 7. Likability
 8. Consensus
- 26

- ### Key Skills of Strong Persuaders
1. Self confidence and conviction for success
 2. Strong listening, empathy, and rapport building (aka Emotional Intelligence)
 3. Strong Communication Skills
 4. Strong organization, strategic thinking and action planning
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What is Emotional Intelligence

Emotional intelligence is defined as the individual's ability to perceive and understand both his or her emotions, and that of others.



"Knowing others is intelligence;
Knowing yourself is true wisdom.
Mastering others is strength;
Mastering yourself is true power."

Lao Tzu



EMOTIONAL CAPITAL MODEL OF EMOTIONAL INTELLIGENCE



Communication:

- In order to convey your message, you have to first build an effective audience.



Why Use Emotional Appeal rather than a Fact-Based argument

With emotional appeal persuasive language is used to develop the Foundation of the desire for action.



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How EI is Tied to Persuasion

Producing an emotional appeal requires an understanding of your audience and what may drive them emotionally.

An example of a speech that is particularly effective at producing an emotional response with it's listeners is Martin Luther King, Jr.'s "I Have a Dream" speech

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Language of Persuasion

Sales and Customer Service draw from various areas of linguistics to help us understand how professionals and their prospective customers use and interpret language during the decision-making process.

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Linguistics

Sociolinguistics -the study of language-use in society and social networks
psycholinguistics- the study of how the mind acquires, uses, and represents language
Neuro-linguistics- the study of how the brain structures and processes language.

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“Please Talk to Me”

The majority of companies arm their salespeople with a “one size fits all” sales pitch. But customers speak unique languages. In fact, each person on this planet speaks his or her own unique language. All the experiences of our lives have helped shape the structure of the language we use.

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Use Clean Language

Clean Language is a communications methodology, developed by David J Grove, a New Zealand Counseling Psychologist.

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How Does Clean Language Work?

- Clean Language techniques are aligned closely with known principles of empathy, active listening and relatability (aka Emotional Intelligence) as opposed to traditional manipulative methods of influence and false subliminal messages projecting self-interest.
- Clean Language is a process of inquiry used especially for discovering, exploring and working with people's personal metaphors.

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Use of Metaphors

According to research, we use up to six metaphors per minute in English; mostly unconsciously and unnoticed.

Credit: Gibbs, Raymond W Jr., 'Categorization and metaphor understanding', Psychological Review 99(3)

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Why Metaphors Speak Louder

Def.: A metaphor is the use of imagery, to represent thoughts and feelings. Spoken and written language is full of metaphors.

- Metaphors and imagery are potentially very useful in communications because they make abstract ideas more tangible, and can wrap large amounts of subtle and complex information, including emotional information, into a relatively small package.

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Thought =
"I want to get a dog"

Symbol =
D-O-G



-Referent = An actual dog, which could be a dachshund, Jack Russell Terrier mix, mutt from the animal shelter, etc.

The "Motivation in a Moment" Process

Was Devised by UK-based practitioners Marian Way, Phil Swallow, and Wendy Sullivan, and taught to 1600 leaders of weight management clubs.

- Members had just a few minutes of the leaders' personal attention each week, so the organizations wanted the fastest, most effective way to make a real difference.

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Clean Language questions were provided to Leaders to help them focus their members toward what they wanted to have happen, and what steps they needed to take to achieve them.

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Examples of Clean Language Questions

1. What would you like to have happen? (Establishing a desired outcome.)
2. What needs to happen (for that desired outcome)? (Checking the conditions that need to be in place.)
3. Can what needs to happen, happen? (Checking that they have confidence that it can be achieved.)

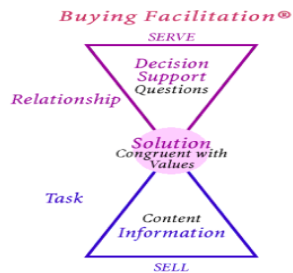
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Consultative Selling Assumptions and Systems-Based Decision Making

- | | |
|---|--|
| 1. The seller's job is to help people understand what their systems require. | 5. Only the buyer, never the seller, is able to work their way through the decision making process. However, the seller's macro view is a needed to get there. |
| 2. Only a person working within a system can understand it. | 6. The buyer needs to recognize all the specifics of what a solution will entail specific to their system. |
| 3. People only make a change when they're sure they can manage the resulting chaos. | 7. Only by matching the buyer's unique buying criteria, the seller is a true advisor and can be easily differentiated from the competition. |
| 4. A seller is uniquely positioned to help the buyer discover how to solve a problem within their system. | |

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The Buying Facilitation Method



Credit: Sharon Drew Morgan

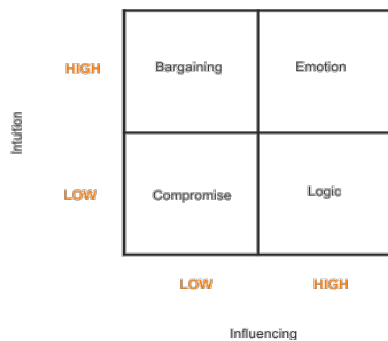
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The Persuasion Tool Model


The Persuasion Tools Model (see Figure 1 below) is based on work by the psychologist Kenneth Berrien. In his studies of applied psychology in the 1940s, he linked negotiation and persuasion style to emotional intelligence (EI).

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Figure 1. The Persuasion Tools Model



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Tips for Emotionally Intelligent Persuasion

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5. Separate the Facts

- If you separate the logic for the audience, you give them the opportunity to realize its ok to feel the way they do.
- Ex. Do you really want to pay \$1000 because you don't want your friends to judge you?

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Questions/Remarks

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