

# THE MONEY IS IN THE ~~METAL~~ MENTAL...

## The Emotional Intelligence of Sales to Improve Overall Dealership Performance

Presented by: Dr. Deborah Watts  
2400 Watts  
(615) 828-3541  
DrDLWatts@gmail.com

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# SPEED NETWORKING

Your Name

Dealership Name & Location

Your Position

Have you heard of Emotional Intelligence...Yes or **No**.



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# GOALS FOR TODAY'S SESSION

- Ø Realize the importance of developing Emotional Intelligence competencies.
- Ø Identify personal strengths and limitations of your own Emotional Intelligence, specifically, when dealing with subordinates and customers.



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# GOALS FOR TODAY'S SESSION

- Ø Understand how to apply Emotional Intelligence competency to optimize sales performance and financial decision making.
- Ø Apply the insight and power of emotions as a source of human energy, information, connection, resilience and influence.



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# WHAT IS EMOTIONAL INTELLIGENCE?

Emotional Intelligence (EI) has been described as  
“the ability to perceive and express emotion,  
assimilate emotion in thought, understand and  
reason with emotion, and regulate emotion in the  
self and others.”

Mayer, Caruso, & Salovey, 2002, p. 396.

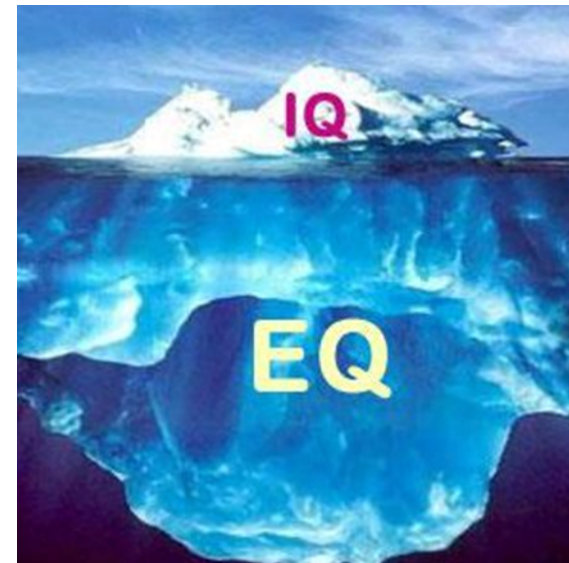


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# EI KEY POINTS

- ∅ EI has been said to matter twice as much as IQ (Goleman, 1998).
- ∅ EI is more than twice as predictive of business performance than purely cognitive intelligence (Mount, 2006).
- ∅ 80% – 90% of the competencies that differentiate **top performance** are in the domain of EI (Goleman, 1998).



# WHAT IS THE IMPACT OF EI?



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## PERSONAL PERSPECTIVE

- ∅ Healthier relationships
- ∅ Less drug/alcohol use
- ∅ Less violence
- ∅ Better health
- ∅ Higher quality of life
- ∅ Longer life





# EMPLOYEE PERSPECTIVE

- Ø Improved job satisfaction
- Ø Productivity
- Ø Retention
- Ø Performance
- Ø Teamwork
- Ø Negotiation
- Ø Conflict resolution



## BUSINESS PERSPECTIVE

- Ø Improved work climate
- Ø Customer satisfaction
- Ø Market share
- Ø Revenue growth
- Ø Sales performance
- Ø Competitiveness
- Ø Higher profits



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# WHY IS EI IMPORTANT?

*“Emotional intelligence is much more powerful than IQ in determining who emerges as a leader. IQ is a threshold competence. You need it, but it doesn’t make you a star. Emotional intelligence can.”*

Warren Bennis, author of *On Becoming a Leader*



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# CAN WE IMPROVE OUR EI?

# YES, IF...



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# WE CAN CHANGE OUR BEHAVIOR

## 7 Steps to Behaviour Change



Robinson 1998

*“We change our behavior when the pain of staying the same becomes greater than the pain of changing. Consequences give us the pain that motivates us to change.”*

Henry Cloud



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# ATTRIBUTES TO EI

## 1. SELF-AWARENESS

∅ You recognize your emotions and how they affect your thoughts and behavior, know your strengths and weaknesses, and have self-confidence.

## 2. SELF-MANAGEMENT

∅ You're able to control impulsive feelings and behaviors, manage your emotions in healthy ways, take initiative, and follow through.



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# ATTRIBUTES TO EI

## 3. SOCIAL-AWARENESS

∅ You understand the emotions, needs, and concerns of others, you pick up on emotional cues, and you feel comfortable socially.

## 4. RELATIONSHIP MANAGEMENT

∅ You know how to develop and maintain good relationships, communicate clearly, inspire and influence others, and work well in a team.



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# INDIVIDUAL EXERCISE



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# EMOTIONAL INTELLIGENCE

## BUSINESS EXAMPLES



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**TOYOTA**  
Let's Go Places



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# SHERATON HOTEL AND RESORT



- Ø Introduced EI training and coaching
- Ø Market share increased by 24 percent

SixSeconds White Paper, 2010



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# PEPSICO

- Ø 10 % increase in productivity
- Ø 87 % decrease in executive turnover = \$4M savings
- Ø Over 1000% ROI



Dr. David McClelland,  
Journal of Psychological Science, 2008



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# UNITED STATES AIR FORCE



- Ø Retention of recruiters went from 50% to 96% the first year
- Ø Immediate savings of \$3 million annually

GAO Report on Military Recruiting, 1998 – 2008



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# METLIFE

- Selected sales groups were trained on emotional intelligence.
- The trained sales people outsold their control group by 37%.



SixSeconds White Paper, October 1, 2010



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# WHERE IS THE MONEY?

HERE?



OR HERE?



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# THE DATA SHOWS...

Ø70% of the top reasons for losing customers are related to the lack of **EMOTIONAL INTELLIGENCE!**

The Forum Corporation on Manufacturing and Service Companies, 2004



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# FIVE KEY EI SKILLS

That you can start working on today!



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# SKILL 1 - THE ABILITY TO QUICKLY REDUCE STRESS

- Ø Realize when you're stressed
- Ø Identify your stress response
- Ø Discover the stress-busting techniques that work for you
  - Visual person - Relieve stress with uplifting images
  - Auditory person – Listen to a favorite piece of music

[www.helpguide.org/mental/eq5\\_raising\\_emotional\\_intelligence.htm](http://www.helpguide.org/mental/eq5_raising_emotional_intelligence.htm)



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# SKILL 2 - THE ABILITY TO RECOGNIZE AND MANAGE YOUR EMOTIONS

- Ø Are your emotions accompanied by physical sensations?
- Ø Do you experience discrete feelings and emotions, such as anger, sadness, fear, joy, each of which is evident in subtle facial expressions?
- Ø Do you pay attention to your emotions? Do they factor into your decision making?

[www.helpguide.org/mental/eq5\\_raising\\_emotional\\_intelligence.htm](http://www.helpguide.org/mental/eq5_raising_emotional_intelligence.htm)



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# SKILL 3 - THE ABILITY TO CONNECT WITH OTHERS NON-VERBALLY

- Ø Focus on the other person
- Ø Make eye contact
- Ø Pay attention to nonverbal cues

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# SKILL 4 - THE ABILITY TO USE HUMOR AND PLAY TO DEAL WITH CHALLENGES

- Ø Take hardships in stride
- Ø Smooth over differences
- Ø Become more creative – use storytelling to attract customers and employees

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# SKILL 5 - THE ABILITY TO RESOLVE CONFLICTS POSITIVELY

- ∅ Stay focused in the present
- ∅ Choose your arguments
- ∅ Forgive
- ∅ End conflicts that can't be resolved

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# THE 9 STEP EI PROCESS

1. Greet the idea of EI as a way to improve overall performance
2. Probe and practice disciplined self-awareness
3. Present the facts/statistics of EI
4. Qualify coaches, like myself, to come in and do EI training!
5. Sit down with managers to discuss the benefits of improving their EI
6. Write up new hire paperwork that includes an EI assessment
7. Close the gap between you and the customer by understanding their behavior
8. Financially consider the benefits of employing high EI individuals
9. Deliver the EI message throughout the organization!



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# Q and A



**“Yes, I think I have good people skills.  
What kind of idiot question is that?”**



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# CONTACT INFORMATION

Email: [drdlwatts@gmail.com](mailto:drdlwatts@gmail.com)

LinkedIn: Deborah (Chaboudy) Watts

Twitter: @ThinkDWatts

Phone: 615.828.3541



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