

Prospect and Self-Promote with Emotional Intelligence


Get your "ask" in gear

Presented by: Connie Kadansky, MA, PCC

Date: Jan. 5, 2013

Agenda

- Will define emotional intelligence and how it applies to prospecting and self promotion.
- Three key behaviors of effective self-promoters.
- Difference between bragging and self-promotion.
- Interactive exercises with group.
- How to handle a rude prospect with emotional intelligence.
- How to handle objections with emotional intelligence (how to turn prospects into customers)!!



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80% of YOUR success




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Emotional Intelligence


1. Ability to handle your feelings
2. The way you communicate with YOU
3. The way you communicate with others



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The quality of your business equals the quality of your communication. -- Internal and External communication.




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Internal Communication

- Inner Critic
- Inner Defender
- Inner Wisdom



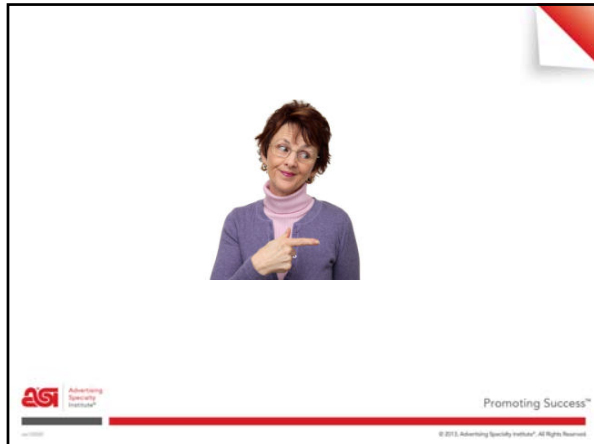
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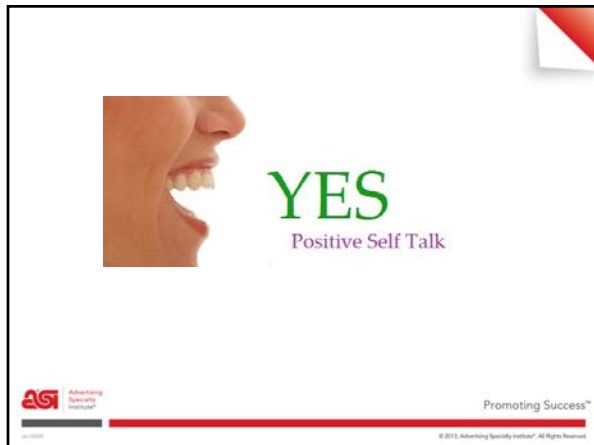
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Bragging v. Self Promotion




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Interactive Exercise


- Credibility statement vs. 30 second commercial



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Why are you worthy of your prospect's confidence?



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Single Best Predictor of Sales Success

- There is a high correlation between prospecting and sales success.



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Prospecting

- **Proactive** steps you take to identify, qualify and get in front of prospects!



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Three Critical Behaviors of Natural Self-Promoters*

- Position
- Style
- Repetition

*Excerpt from The Psychology of Sales Call Reluctance by Dudley and Goodson



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Positioning


- They fully utilize existing contacts and networks and are always looking for ways to develop new ones. They make sure they **GET NOTICED!**

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Question:


- Who can I see or call today who can make a difference in my sales?



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Style


- They do something distinctive to **GET REMEMBERED.**


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Question:


- What is it about my style that I can make more distinctive, more memorable?



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 Consistency

- They never leave self-promotion to chance. They don't do it for a while and then stop. They know that self-promotion is important to their career and they do it **CONSISTENTLY**.

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Question:

- How many times do I have to repeat what I do to meet my goals?

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Positive Focus

- Energize what you are doing well!
- Formula to build on achievements




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How to handle a rude prospect with emotional intelligence


- I have a decision to make.
- Fixated on their rudeness:
Determined to make them wrong
- They made it look like I did something wrong.
- I get to make my own version of what's going on with them.



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- I really do not know what is going on in his/her experience.
- I have no idea what is going on with them.
- It has nothing to do with me.
- I choose to wish them well.



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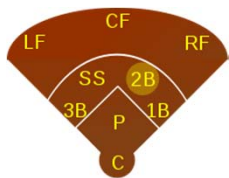
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Genius Way on how to handle objections with emotional intelligence



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A woman with long brown hair is smiling and looking upwards. A thought bubble next to her contains the text "It's all going to work out!". The image includes the ASI logo and "Promoting Success™" text at the bottom.

It's all going to work out!

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A man in a suit is talking on a mobile phone. Behind him is a bright, glowing light. A thought bubble next to him contains the text "It's all going to work out!". The image includes the ASI logo and "Promoting Success™" text at the bottom.

It's all going to work out!

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Two close-up images of eyes are shown, one looking left and one looking right. The word "Practice" is centered between them.

Practice

- Seeing Opportunities in everything!

Problems and Challenges are perspectives.

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