

# THE EQ-DRIVEN SALE

Leveraging self and social awareness to understand, connect with, and influence prospects and clients.

## Business Challenge

Customers can readily research products/services, pricing, and reviews before ever talking to a salesperson. When they do talk to a salesperson, they're not looking for information—they're looking for insights, guidance, and reassurance. Now add to that today's overreliance on virtual meetings, emails, and DMs, and the sales conversation turns transactional. Salespeople need to work more diligently to read tone and build connection without physical presence. Both experienced and new salespeople alike need a better pathway to initiate and sustain rewarding sales interactions and long-term relationships.

## The Focus

Emotional Intelligence (EQ) is a selling differentiator, focusing on self-awareness and management, empathy, and social awareness to build trusting relationships. EQ helps us to navigate complex, emotion-driven buyer decisions and manage personal stress. High-EQ salespeople are better able to read nonverbal cues, handle objections with composure, and create genuine connections that turn prospects into long-term loyal clients. These skills are especially vital as earlier-in-career professionals and SMEs join sales conversations. **The EQ-Driven Sale** workshop enables salespeople to discover how to leverage EQ to impact higher levels of relationship and closing success in a sales role.

## Key Content

- Shifting from transactional, feature-driven pitches to a relationship-based approach.
- Recognizing one's own emotional triggers to prevent personal reactions from impacting sales interactions.
- Learning to pause and act with patience, rather than overreacting to objections or losing composure during high-stakes negotiations.
- Developing genuine, human connections that make clients feel understood and cared for.
- Viewing obstacles and lost sales as opportunities for learning versus failures.

## Learning Objectives

By participating in the **EQ-Driven Sale**, participants will be able to:

- Describe the impact EQ has on effectively engaging and influencing prospects/clients in their sales efforts.
- Identify the EQ shortcomings that may be impacting their selling effectiveness.
- Define each of the four core EQ skills—self-awareness, self-management, social awareness, and relationship management—as they relate to the sales process.
- Explain the neuroscience limitations and opportunities for demonstrating high EQ skills in all sales interactions.
- Identify and apply tactics and strategies to better manage emotional triggers and strengthen EQ skills in all sales interactions.



## Who Will Benefit

The **EQ-Driven Sale** workshop is perfect for new salespeople, professionals in seller-doer roles, and SMEs contributing to sales conversations.

## Delivery

The **EQ-Driven Sale** is offered in two two-hour virtual workshops or one half-day in-person experience.

## About

Bill Walton Sales Training (BWST) is the trusted sales development resource to the Fortune 500, dedicated to supporting the selling skills of client-facing professionals and those that support them.

[www.billwaltonsalestraining.com](http://www.billwaltonsalestraining.com)

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