

SOLD!

THE ART OF RELATIONSHIP SALES

Using Emotional Intelligence &
Authentic Leadership to Sell More

FDSOA

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SOLD! KEY TAKE-AWAYS OVERVIEW

- Emotional Intelligence
- Authentic Leadership
- Management Tips

SOLD!

The Art of
RELATIONSHIP SALES

Using
EMOTIONAL INTELLIGENCE
and
AUTHENTIC LEADERSHIP

*to Sell More, Work Your Way up the Corporate Ladder
and What to Do Once You Get There.*

PAUL C. DARLEY



EMOTIONAL INTELLIGENCE (EQ/EI)

	Recognition	Regulation
Personal Competence	Self-Awareness <ul style="list-style-type: none"> ✓ Self-confidence ✓ Awareness of your emotional state ✓ Recognizing how your behavior impacts others ✓ Paying attention to how others influence your emotional state 	Self-Management <ul style="list-style-type: none"> ✓ Getting along well with others ✓ Handling conflict effectively ✓ Clearly expressing ideas and information ✓ Using sensitivity to another person's feelings (empathy) to manage interactions successfully
Social Competence	Social Awareness <ul style="list-style-type: none"> ✓ Picking up on the mood in the room ✓ Caring what others are going through ✓ Hearing what the other person is "really" saying 	Relationship Management <ul style="list-style-type: none"> ✓ Getting along well with others ✓ Handling conflict effectively ✓ Clearly expressing ideas/information ✓ Using sensitivity to another person's feelings (empathy) to manage interactions successfully

Source: Daniel Goleman's – Components of Emotional Intelligence

Emotional Intelligence has four key components:

- **Self Awareness** - Understanding who you are and working on your shortcomings
- **Self Management** - Being able to control your emotions and impulses
- **Social Awareness** - Being able to properly assess the needs of others...active listening
- **Relationship Management** - Using your skills to motivate and get the desired results from others



Take-Aways: Test your EQ - go Second Rule

AUTHENTIC LEADERS & SALESPEOPLE BUILD RELATIONSHIPS

- Very Self-aware /Self Improvement
- Ability to build relationships - trust
- THEY GET IT!
 - Size up situations
 - Listen
 - Put others first
- Able to motivate people to action.
- Others naturally want to follow
- They earn respect by respecting others
- Same traits that make great salespeople



Appreciation Strategy Humility
Commitment Responsibility Listening
Leadership
Integrity Honest Communication
Values Purpose Determination
Passion Principles





PEOPLE (RELATIONSHIPS), PERSEVERANCE, PATIENCE PASSION – SET YOURSELF APART FROM THE PACK

- Relationships are build over time
 - Amy Covey – Can I trust and respect this person?
- By being Professional and Timely
- Passion – Trumps everything. Can't be faked
- Grit – Where passion , persistence and execution meet
- Make yourself different
 - Power of handwritten notes
- All-Star Baseball Player Difference

Take-Away: It doesn't take much to separate you from the pack.



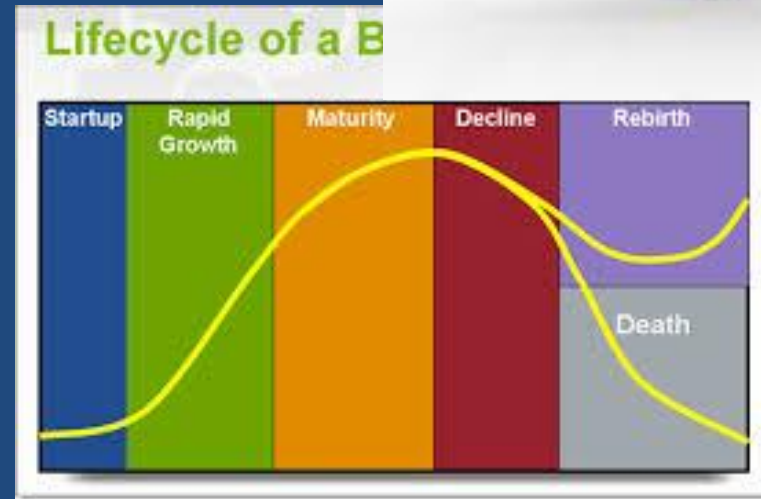
“I'm convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance.”

Steve Jobs
1955-2011



MANAGEMENT TIPS

- Employee Empowerment
 - Be their advocate. Have their back
 - Engaged employees
 - Praise others – It's your currency
- Push decision making down in the organization
 - Who's got the monkey?
- Smelly moose – don't let things fester
- Reinvent yourself, your company, your department
 - Dow Jones Companies
- Focus on what's most important



Take-Away: Don't take the monkey

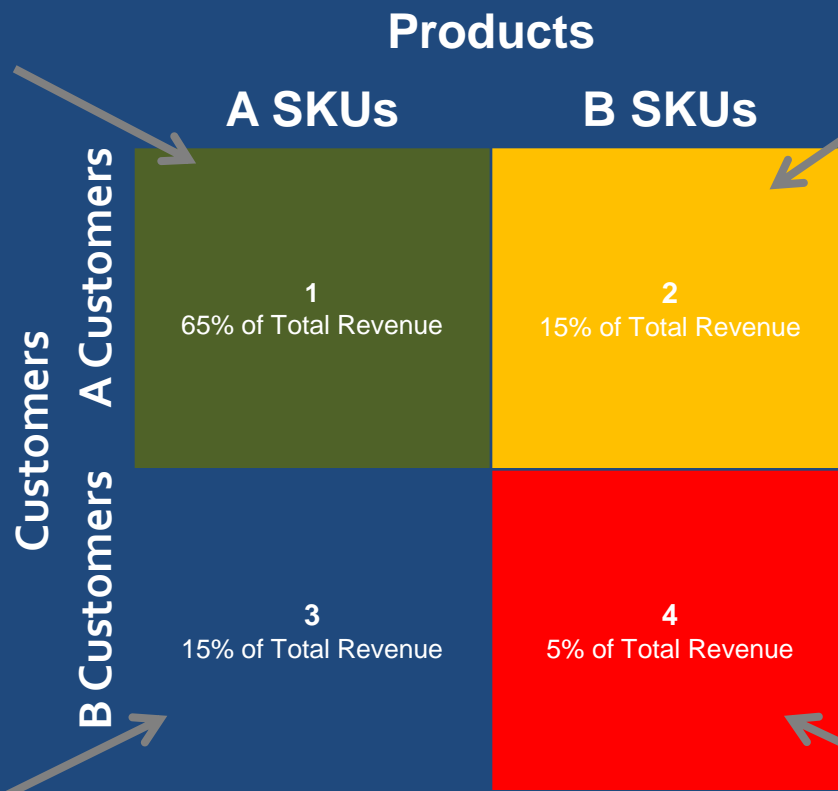
80 / 20 RULE PARETO PRINCIPAL

We maximize our profits when we focus on selling our best products to our best customers. We Need to Protect and Enhance This Business

Take-Away - Focus on things that matter - produces results.

Take-Away: Treat customers fairly, not equally.

- We Have a Broad Base of Customers Buying our Best Products. We Probably Break Even at Best, Could Be Very Profitable With the Correct Channel













- We're Selling our "B" Products to our Best Customers. We Probably are Losing Money On Quad 2 Business,. Can We Offer Similar "A" Products? Pricing and Products in This Quad Need to be Evaluated



- We Are Losing a Lot of Money In Quad 4. Non-Strategic, as it is our "B" Products Going to "B" Customers



THE DARLEY WAY

-  We follow our core values
-  We do what we say we are going to do. And more!
-  We are focused on delighting our customers.
-  We're honest, friendly, respectful, engaging & appreciative
-  Err on the side of the customer
-  We empower our employees
-  We are easy to deal with and quick to respond to our customers
-  Speed is a competitive advantage "It's not the big that eat the small, it the fast that eat the slow." Velocity.
-  We under promise/over deliver
-  We enjoy what we're doing and have fun



CORE VALUES

INTEGRITY

We will act in an honest, ethical manner, and we will do what we say we are going to do.

PASSIONATE CUSTOMER FOCUS

Everything we do will be focused on taking care of our customers in a prompt and fair manner, while meeting or exceeding their quality expectations.

RELATIONSHIPS BASED ON RESPECT

We will strive for relationships built on trust and mutual respect - with our employees, customers and suppliers.

TEAMWORK • EMPOWERMENT • RECOGNITION

We will foster a culture of teamwork and encourage an environment that empowers our employees to make the right decisions for our customers. We will recognize the efforts of our employees on a job well done and encourage their input for continuous improvement while maintaining a family business environment.

INNOVATION

We will continue to develop innovative products and embrace technological advancements based on solid engineering and testing.

CELEBRATION

We will take time to have fun and celebrate our Team Darley victories and special efforts.

THANK YOU FOR LISTENING AND FOR THE OPPORTUNITY TO SERVE YOU!!



TEAM DARLEY IS THERE FOR YOU

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THIS IS PAUL DARLEY'S CELL PHONE
HE NEVER TURNS OFF THE RINGER

For over 100 years, the Darley family and employees have shown a passionate commitment to the firefighting community. Equipment, Pumps, CAFS, Emergency Water Purification - you name it, and Darley answers the call.

think Darley

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