

Review the course navigation information before starting the course.

Here are some additional tips:

- Expand your browser window to full screen for optimal viewing.
- Be alert for instructions to click on specific items that will launch interactive content.

Click the Play/Pause button to begin the course.



Emotional Intelligence and Client Relationships

Welcome to *Emotional Intelligence and Client Relationships* presented by
XXXXXXXXXX.

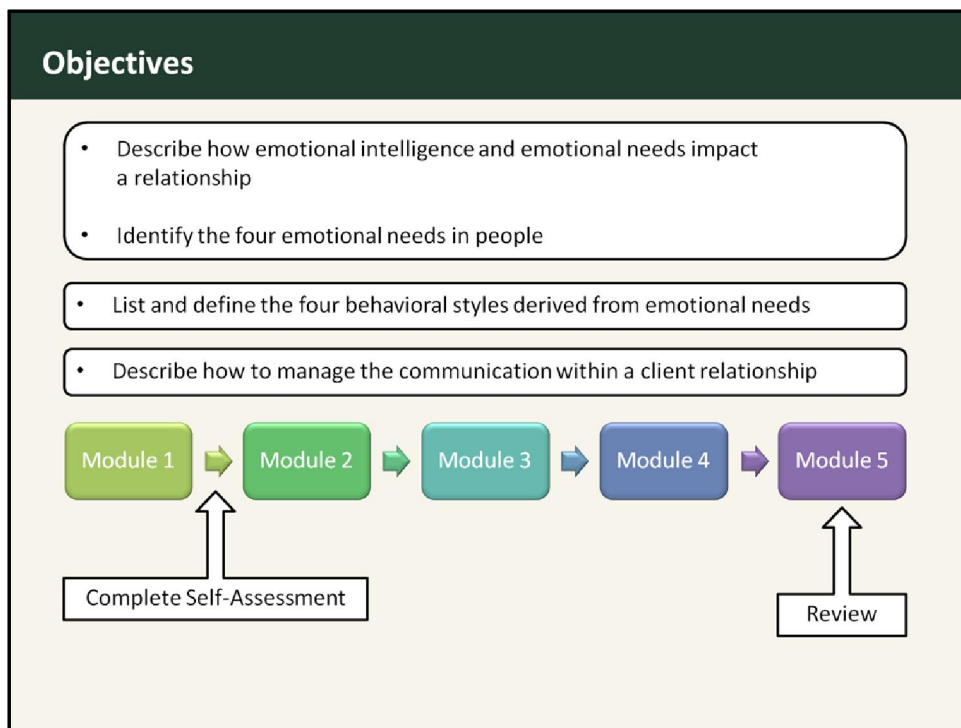
This course will provide information on how to satisfy the emotional needs of your clients as opposed to business needs.

The information provided in this course may also be used for other types of relationships such as those between a manager and an employee, the relationship between two or more co-workers and even personal relationships such as parent/child and siblings.



Module 1: Emotional Needs

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Before we begin, let's take a look at the course objectives.

In Module 1, you'll learn how emotional intelligence and emotional needs impact a relationship. You'll also learn how to identify the four emotional needs in people.

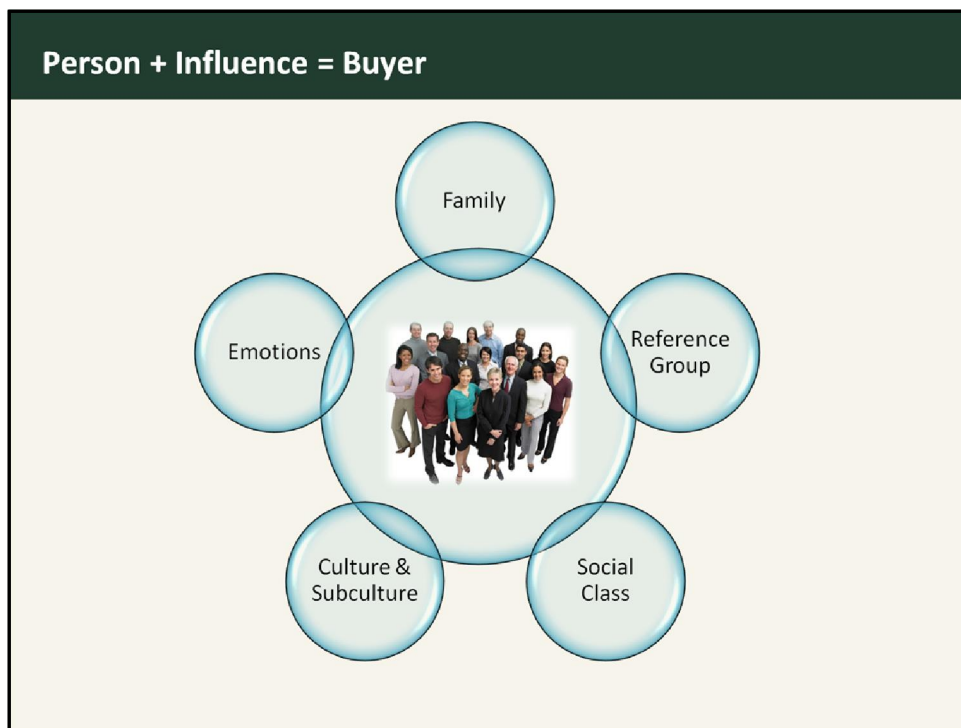
After Module 1, you'll take a self-assessment to learn about your own emotional needs.

In Module 2, you'll learn the four behavioral styles derived from emotional needs and their definitions.

In Modules 3 and 4, you'll learn how to manage the communication within a client relationship.

And, finally, Module 5 will be a review of the content from the previous modules.

Now, let's begin Module 1.



Before we begin learning about emotional intelligence and emotional needs, you should first understand how a person becomes a buyer. A buyer, as used in this course, is defined as a person who decides to pursue a certain product or service. In your case, this might mean someone who has a need for financial planning services.

There are various factors that influence a person to become a buyer. Let's look at each one in a little more detail.

First, most of us will agree that family can be a primary influence throughout our lives. Our upbringing as well as family traditions and values help to shape who we are and, therefore, may influence the types of decisions we make on a daily basis.

Next, there are "reference" groups and social classes to which a person may want to belong or to which a person already belongs that may influence the decisions a person may make when purchasing an item or service. It's important to try to recognize what "reference" groups or social classes a person might be influenced by in order to successfully convert the person to a buyer.

Third, culture and subculture also influence a person's lifestyles, beliefs, attitudes and, of course, buying behavior.

And, finally, emotions can be a strong influence - maybe the strongest in certain

situations.

Improve Business Sales Relationships

"Rule your feelings, lest your feelings rule you."

Publilius Syrus, 1st Century BC



Now that you know the factors that influence a person's decision, let's define emotional intelligence and adaptive selling. Learning about these concepts will help to further your understanding of emotional needs in the buyer/seller relationship.

We will refer to "sales" or "selling" at various points in the course. For purposes of this course, "selling" refers to the process in which we engage clients or prospects in order to help define and provide the best solution for their needs.

Emotional Intelligence

Emotional Intelligence

- Recognize and regulate own emotions
- Recognize others' emotions
- Maintain good personal relationships

Social Relationships

- Important for a company

High Emotional Intelligence

- Good relationship with clients
- Improved long-term company productivity



Emotional intelligence is the ability to recognize and regulate your own emotions as well as recognize emotions in others. Emotional intelligence can be an asset to maintaining a good salesperson/client relationship.

The salesperson/client relationship is an important social relationship for a company.

When a salesperson has high emotional intelligence, it typically enables the salesperson to have a good relationship with a client. Studies have also shown that productivity is higher in emotionally intelligent employees.

Emotional Intelligence in Sales Relationships

Salespeople who recognize and regulate own emotions and understand a client's emotions will have positive effects on a client's attitude towards the selling process.

EXAMPLES

- ❖ Expression of positive emotion
- ❖ Grasp client needs
- ❖ Adaptive selling



Emotional intelligence can affect how a salesperson serves a client in a selling situation. A client perceives quality of service based on a salesperson's behavioral and emotional expression.

During the selling process, a salesperson should show interest in the client and try to understand the client's needs. In addition, using a technique named adaptive selling may also be perceived by a client as an effective interaction.

Definition: Adaptive Selling

“Change or correct selling behaviors during the process of interaction with customers on the basis of perceived information.”

Weitz, Sujaan, and Sujaan 1986



We mentioned a technique named adaptive selling. This technique can be very useful during the selling process.

In essence, it means that a salesperson should be flexible during each selling situation to know when to change the selling approach based on tangible or intangible information obtained from the client.

Now that we have an understanding of emotional intelligence and adaptive selling, let's look at how these topics interact with your personal emotional needs as well as a client's emotional needs.

Articles about Emotional Needs

"In today's world where technology and free flow of information has lead to commoditization of almost everything, relationships and emotions might just be the secret ingredient in the recipe for marketing success."¹

"...today's customers aren't deciding how to shop based on these traditional, rational forces (price and product innovation) alone – they're also highly influenced by their emotional experiences with a brand."²

"Regardless of what you are selling, people buy based on feelings...Most salespeople are aware that buyers are driven by emotions, but very few know how to evoke the right emotions intentionally."³

"You should feel comfortable with your adviser. No one else cares as much about your finances as you do. If you feel like your adviser is condescending, speaks in a language you don't understand or doesn't listen to your concerns, get someone else."⁴

¹ Manu, K. (July 2007). "Meeting Emotional Needs of Customers". *Articlesbase.com*. Retrieved Sept. 19, 2011 from <http://www.articlesbase.com/strategic-planning-articles/meeting-emotional-needs-of-customers-173800.html>.

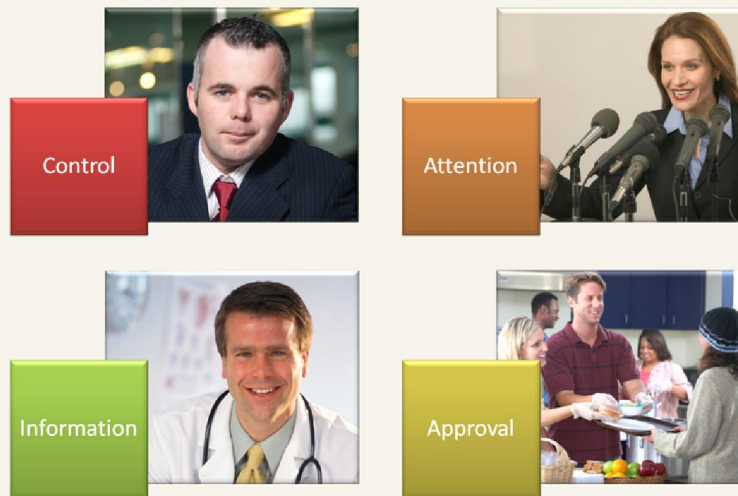
² "The Role of Emotional Intelligence in Delivering Authentic Customer Service". (Feb. 2011) *PeopleMetrics.com*. Retrieved Sept. 19, 2011 from <http://blog.peoplemetrics.com/the-role-of-emotional-intelligence-in-delivering-authentic-customer-service/>.

³ Pinci, L. & Glosserman, P. (May 2008). "Emotions are the key to consistent sales success". *AllBusiness.com*. Retrieved Sept. 19, 2011 from <http://www.allbusiness.com/company-activities-management/sales-selling-sales/10200679-1.html>.

⁴ Blumenthal, K. (Dec. 2011). "How to Build Your Financial Dream Team". *wsj.com*. Retrieved Jan. 4, 2012 from <http://online.wsj.com/article/SB10001424052970204296804577124662217267128.html>.

So, how do emotional needs impact a company's sales? The quotes shown here should give you an idea on how important emotional needs are to today's clients.

The Four Emotional Needs



From the brief statements you just read, you should now realize that recognizing and meeting your client's emotional needs may be a key factor in the success of your client relationship.

The modules in this course will focus on four emotional needs that influence behavior: Control; Attention; Approval and Information.

Understanding how these needs drive the behaviors you observe in yourself and in clients will help to make your client relationship more effective. You can also interact with clients more efficiently by meeting those needs in your client communications.

What's Next?

- Self-Assessment
- Module 2: Balanced vs. Out of Balance Emotional Needs
- Module 3: Recognizing Emotional Needs during Communication
- Module 4: How Different and Same Emotional Needs Work Together
- Module 5: Course Review

You should now understand how emotional intelligence, adaptive selling and emotional needs work together in a salesperson/client relationship.

Next, you'll complete a self-assessment to determine the levels of YOUR emotional needs. Recognizing the levels of your emotional needs will assist you in recognizing a client's emotional needs and how to have a successful relationship with that client.

After completing your self-assessment, we'll show you how emotional needs can be balanced or out of balance, and how knowing this can help you adapt your selling approach in order to communicate more effectively with your clients.

After exiting this module, click Self-Assessment to complete your self-assessment. You will be able to view the results immediately after finishing the self-assessment. You can then use those results to understand more about your own and your client's emotional needs.