Emotional Intelligence for Peak Sales Performance Training Course

26 - 30 Oct 2026

Milan

5900 € (Per Person)

Ref: #SAL8476_128650

Course Introduction / Overview:

In today's highly competitive and sophisticated market, the most successful sales professionals are not just masters of their product, but masters of human connection. This course moves beyond traditional sales tactics to explore the critical role of emotional intelligence (EQ) in driving elite sales performance. As articulated by the renowned psychologist Daniel Goleman in his groundbreaking book, "Emotional Intelligence: Why It Can Matter More Than IQ," the ability to perceive, use, understand, and manage emotions is a key determinant of success. This program is meticulously designed to equip sales professionals with the advanced emotional competencies needed to build deeper client rapport, navigate complex negotiations, and create lasting, profitable relationships. At BIG BEN Training Center, we have developed a curriculum that translates the core principles of sales psychology and emotional intelligence into practical, actionable strategies. Participants will learn to leverage self-awareness, self-regulation, empathy, and social skills to not only meet but exceed their targets, transforming their approach from a transactional process to a consultative, value-driven partnership that fosters unwavering client loyalty and sustainable business growth.

Target Audience / This training course is suitable for:

- Sales Executives and Representatives.
- Account Managers and Key Account Managers.
- Business Development Professionals.
- Sales Team Leaders and Sales Managers.
- Commercial Directors and Heads of Sales.
- Customer Success and Relationship Managers.
- Professionals in client-facing roles seeking to enhance their influencing skills.

Target Sectors and Industries:

- Technology and Software as a Service (SaaS).
- Financial Services, Banking, and Insurance.
- Pharmaceuticals and Medical Device Sales.
- Real Estate and Property Development.
- High-Value B2B and B2C Retail.
- Professional Services including Consulting, Legal, and Accounting.
- Telecommunications and Media.
- Governmental and Public Sector entities involved in procurement and partnerships.

Target Organizations Departments:

- Sales and Business Development.
- Account Management and Client Services.
- Customer Success and Support.
- Marketing and Brand Management.
- Executive Leadership and Senior Management.
- Commercial and Contracts Departments.

Course Offerings:

By the end of this course, the participants will have able to:

- Master the four core domains of emotional intelligence within a professional sales framework.
- Identify and manage personal emotional triggers to maintain composure during high-stakes negotiations.
- Develop advanced empathy to accurately read and respond to client needs and unspoken concerns.
- Apply self-regulation techniques to handle rejection and sales pressure with resilience.
- Utilize social awareness to effectively navigate complex client organizational structures.
- Enhance communication skills by leveraging non-verbal cues and active listening.
- Build authentic trust and rapport to foster long-term, loyal client relationships.
- Apply emotional intelligence principles to influence decision-makers and close more complex deals.
- Develop a personal action plan for continuous improvement in sales-related emotional intelligence.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application. We believe that mastering emotional intelligence requires more than theoretical knowledge; it demands experiential learning. This course employs a dynamic blend of interactive workshops, expert-led discussions, and peer-to-peer learning. Participants will engage in realistic role-playing scenarios that simulate challenging client interactions, allowing them to practice and refine their EQ skills in a safe and constructive environment. We utilize in-depth case study analyses of real-world sales successes and failures to deconstruct the emotional dynamics at play. Group activities and collaborative problem-solving sessions encourage the sharing of diverse perspectives and strategies. A significant portion of the program is dedicated to personalized feedback and coaching, ensuring that each participant can identify their specific areas for development. Our approach focuses on translating proven psychological principles into tangible sales behaviors, equipping attendees with a powerful toolkit they can immediately deploy to enhance their performance and build stronger client connections.

Course Agenda (Course Units):

Unit One: The Foundation of Emotional Intelligence in Sales

- Defining Emotional Intelligence (EQ) and its impact on sales success.
- The neuroscience behind decision-making and emotion.
- Assessing your current Sales EQ profile.
- The pillar of Self-Awareness: Recognizing your emotional patterns.
- Understanding your emotional triggers in a sales context.
- Linking self-awareness to authenticity and building trust.
- Developing a mindset for continuous emotional growth.

Unit Two: Self-Management for Sales Resilience and Peak Performance

- The art of self-regulation under pressure.
- Techniques for managing stress and avoiding sales burnout.
- Handling rejection and setbacks with a growth mindset.
- Cultivating optimism and intrinsic motivation.
- Developing impulse control during negotiations.
- Maintaining focus and discipline in a distracting environment.
- Projecting confidence and composure in every client interaction.

Unit three: Social Awareness and Empathy in the Client's World

- Moving from listening to active, empathetic listening.
- Decoding non-verbal communication and body language.
- Developing cognitive and emotional empathy for clients.
- Understanding the client's perspective and unstated needs.
- Mapping organizational dynamics and identifying key influencers.
- Anticipating client objections before they arise.
- Demonstrating genuine curiosity to build deep rapport.

Unit Four: Advanced Relationship Management and Influence

- Applying EQ to build and maintain long-term client relationships.
- Advanced techniques for influencing stakeholders and decision-makers.
- Using emotional intelligence in negotiation and conflict resolution.
- Communicating value with emotional impact.
- Adapting your communication style to different client personalities.
- Inspiring client loyalty that transcends price.
- Transforming difficult conversations into productive outcomes.

Unit Five: Integrating EQ for Sustainable Sales Excellence

- Crafting emotionally intelligent sales presentations and proposals.
- Leading and motivating others with emotional intelligence (for sales leaders).
- Creating a personal EQ development and action plan.
- Capstone Simulation: A complex sales scenario integrating all EQ skills.
- Peer coaching and feedback on the capstone performance.
- Strategies for making EQ a habitual part of your sales process.
- Final review and commitment to ongoing practice.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

Beyond closing a deal, how can a salesperson's high emotional intelligence fundamentally transform a client's perception of not just the product, but the entire brand?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond conventional sales training that often focuses solely on process and technique. Instead, it delves into the core psychological drivers of influence, trust, and decision-making. While other programs may teach you what to say, we focus on developing the underlying emotional intelligence that dictates how you connect, listen, and respond, which is the true differentiator in a crowded marketplace. Our curriculum is built on a foundation of applied psychology and neuroscience, providing participants with a deep understanding of the human element in every sales interaction. The methodology is intensely practical, prioritizing realistic simulations and personalized coaching over passive lectures. Participants do not just learn about empathy; they practice it in challenging, real-world scenarios. This program is designed not to create sales script followers, but to cultivate emotionally agile and adaptable sales professionals who can build authentic, lasting partnerships and drive sustainable revenue growth by mastering the art and science of human connection.