

Selling with Emotional Intelligence:

The Future of High-Performance Sales



In a rapidly evolving sales landscape shaped by technology, competition, and customer expectations, one skill stands out as a game-changer: Emotional Intelligence (EI).

In this transformative keynote, Steve Gutzler reveals why EI is no longer optional— it's the future of successful selling.

Drawing from decades of leadership development and sales expertise, Steve uncovers how mastering EI competencies—such as empathy, self-awareness, and interpersonal skills—empowers sales professionals to build authentic connections, foster trust, and close deals with confidence.

Key Takeaways:

- **Leverage Emotional Contagion:** Use the science of emotions to influence buying decisions and foster trust.
- **“People Buy You” First:** Build rapport and connection as the foundation of every successful sale.
- **Sell Through Storytelling:** Engage and inspire with compelling narratives that resonate emotionally.
- **Empathy in Action:** Overcome objections and address challenges by understanding and leveraging client emotions.
- **Non-Verbal Mastery:** Strengthen your influence with effective body language and non-verbal cues.
- **Build Loyalty for Long-Term Success:** Cultivate lasting client relationships that drive repeat business

Packed with real-world examples, actionable insights, and Steve's signature motivational style, “Selling with Emotional Intelligence: The Future of High-Performance Sales” will leave your team inspired and equipped to thrive in a sales world where human connection is the ultimate differentiator.

Prepare to elevate your sales performance by harnessing the power of Emotional Intelligence—because in the future of sales, relationships drive results.

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WWW.STEVEGUTZLER.COM

To Book Steve Contact Michelle Joyce:
p: (704) 965-2339 e: michelle@michellejoyce.com