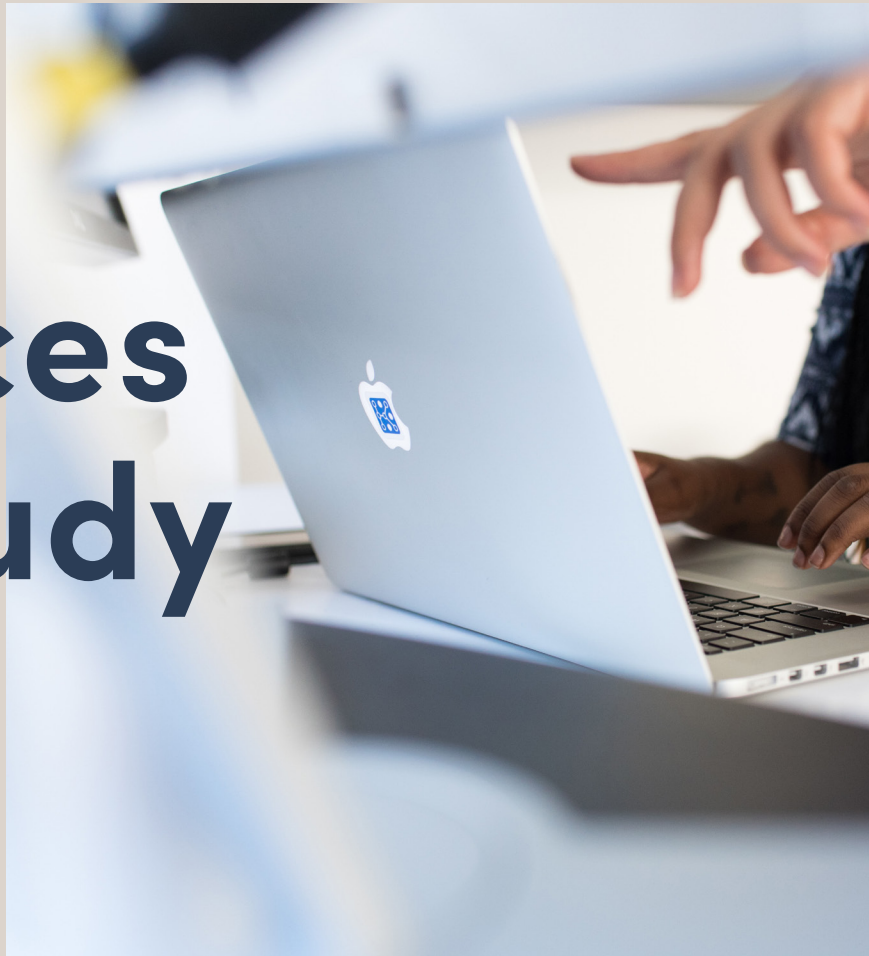


# IT Services Case Study



**theEicoach**®

The people side of business, simplified.

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## Emotional Intelligence Coaching for Top-Performing Sales Leaders



An international IT services company contacted The Ei Coach to help their sales leaders become stellar peer coaches. The company had experienced multiple consecutive quarters of fast growth. The sales cycle was shifting from a one-to-one direct sale approach, to a team-based, highly consultative, and complex sales cycle with multiple stakeholders.

To continue their upward trajectory and maintain the pace of change, it became vital to have a thriving coaching culture in place between national and international account reps who shared client accounts and internal customer support teams.

The problem was that they didn't have a bench of strong sales coaching managers or a coaching culture in place. They needed to build a culture of coaching while upskilling the emotional intelligence of their sales leaders and teams.

The client identified 30 of their top-performing sales leaders in the U.S., Europe, and Asian Pacific to engage in a peer-to-peer coaching development program. Each of the 30 reps was assigned to coach three peer sales reps who wanted help with their accounts.

# Customized Coaching Development Program

The Ei Coach designed a customized program that met the client's following goals:

- Develop the peer coaching skills of the 30 account reps using emotional intelligence skills as a foundation.
- Help the account reps learn and improve their own EI. Gain insight into how emotions affected their work, relationships, and sales results.
- Create a simple coaching framework based on emotional intelligence for the account reps to learn and a safe forum to practice coaching.
- Build the account reps' skills and confidence in coaching their peers using emotional intelligence.
- Deliver the program virtually, across multiple locations.
- Keep it simple!





## EQ Skills Important to the Sales Leaders' Success

In collaboration with the client, The Ei Coach identified the following EQ skills as the most important to the sales leaders' success in becoming great sales coaches. The reps learned these skills by following a simple, three-part coaching framework designed by The Ei Coach. Perceiving, Partnering and Possibility.

- Self-perception
- Interpersonal Skills
- Reality Testing
- Empathy
- Impulse Control
- Stress Tolerance
- Problem Solving
- Optimism





## Summarizing the Program's Success

The key to the program's success was incorporating real-world selling scenarios. These scenarios were representative of the situations the account reps would encounter when coaching their peers.

A month after the emotional intelligence coach training, the account reps came back together in small groups to discuss successes, challenges and ask questions based on putting their coaching skills into practice with their peers. The Ei Coach provided on-the-spot group coaching and additional opportunities for the account reps to practice and receive feedback on their coaching skills, using real life situations.



# Contact Susan Clarine

Great leaders score high in the dimensions of emotional intelligence. If you'd like to work with The Ei Coach to develop a customized coaching program for your top-performers, contact Susan.

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