**Training Course 3 - Emotional Intelligence**

Emotion plays a huge part in the customer relationship. It is not just dealing with the emotions of the customer contacting us, but also managing our own emotions to make sure they do not adversely affect either our work life or our personal life.



There are 5 domains of emotional intelligence and these are split between self-awareness and awareness of others

**Self-awareness**

**Knowing your emotions**

By knowing your emotions you are able to better understand them and how they impact on the way you act. Think about certain situations and how they made you feel and react.

In doing this you can learn and consider how a different response could have achieved a better outcome.

Think of your emotional strengths and how these can be focussed. Do you have a great sense of humour that can help you put things into perspective for instance?

**Managing your emotions**

Awareness is the first step to management. How can you control your impulse? Often this is just a case of allowing time before we respond, so we can be measured.

Consider how you can focus on the solution and remain composed and positive in trying situations. It is worth remembering how much impact you have on the outcome. Only you can choose your emotional response.

**Motivating yourself**

We will all have days that are not great and challenges that are not easy, and the ability to self-motivate will enable us to deal with this.

What goals can you set on a daily, weekly, monthly or annual basis to give you something to aim for. Make these goals s.m.a.r.t, commit them to paper and make sure you monitor your progress regularly. If you get a disappointing result use the learning to do better next time.

There is no failure only feedback.

**Awareness of others**

Recognising and understanding other peoples’ emotions

Pay attention not just to what people are saying, but also how they are saying it. Are there cues there that you need to pick up on?

If you can put yourself in someone else’s shoes then you will better understand their needs and be able to demonstrate empathy, which is arguably the greatest capability an adviser can have.

**Managing the emotions of others**

As an adviser this is how you can defuse confrontation situations. Pause and allow the customer to express themselves.

Use their language cues to build rapport and make recommendations in a persuasive way. Most important of all is to check their reactions and adjust your approach accordingly.

Treat customers as we ourselves would like to be treated.....?

Although this is a well-intentioned statement is it really what we should aim for. As much as I like my customers (most of the time) am I really like my customers.

My idea of great service for some might be too much and they could feel smothered. While for others it may not be formal enough and could cause offence. Perhaps a better aim is to treat customers as they would like to be treated.

It is said that the three key ingredients to creating a good verbal relationship are:

* Show empathy
* Be authentic
* Have a positive regard

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| --- | --- | --- | --- |
|  | What does this mean? | What do I do? | How will my customer feel? |
| Show empathy | We understand how the customer feels and adjust our behaviour accordingly | Take you lead from the customers’ pace of speech. If they are in a hurry we could frustrate if we spoke slowly.Match their formality and language. Are they using jargon? Are they using slang?Match their mood-with care. Flex your mood to theirs. If they are very business-like then this will be the appropriate tone. | We understand them |
| Be authentic | Mean what you say  | Avoid robotic greetings and goodbyes in the “have a nice day!” Mode. Be natural and sincere in your style. While you need to be professional it should be you. | I trust them |
| Have a positive regard | Have respect for your customer | We need to focus on the customer and avoid distractions. We show respect by listening to the customer. We should take their issues seriously and unless we have contrary evidence believe they are being honest. | They respect me |

**Growing your emotional intelligence**

Use the chart below to explore your current emotional intelligence and your development areas. Where can you focus to be even more emotionally intelligent?

|  |  |
| --- | --- |
| Domain | Useful questions |
| Knowing my emotions | What are my positive emotionsWhen have my emotions made a situation worse?When have my emotions helped?  |
| Managing my emotions | What kind of situations or actions trigger my emotions?How does it feel when my negative/ positive emotions start?What result could a different emotion have achieved?How does my emotional state impact on others?How could I change my reaction? |
| Motivating myself | When have I been at my most motivated?What kind of tasks excite me?When in the day am I at my most energetic and effective?Can I set myself short term goals and incentives to boost my productivity? |
| Recognising and understanding others’ emotions | What changes in peoples’ voices and tone when they are-Pleased/ disappointed/ angry/ frustrated/ impressed/ confused?If I were in their shoes how would i feel?If I were in their shoes what would I like to be different? |
| Managing the emotions of others | How is my behaviour affecting their behaviour?What can I do to change their behaviour through my actions?How can I adjust my language, my tone or my body language?How will I recognise they are in a more positive emotional state? |

**Key learnings**

* Consider the 5 domains of knowing my emotions, managing my emotions, motivating myself, recognising others’ emotions and managing the emotions of others.
* Be aware of your strengths and development areas
* Maintain empathy, authenticity and positive regard in all your communication.
* **Be attentive to others’ emotions and flex your style accordingly.**

This has kindly been supplied by Rob Wilkinson

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