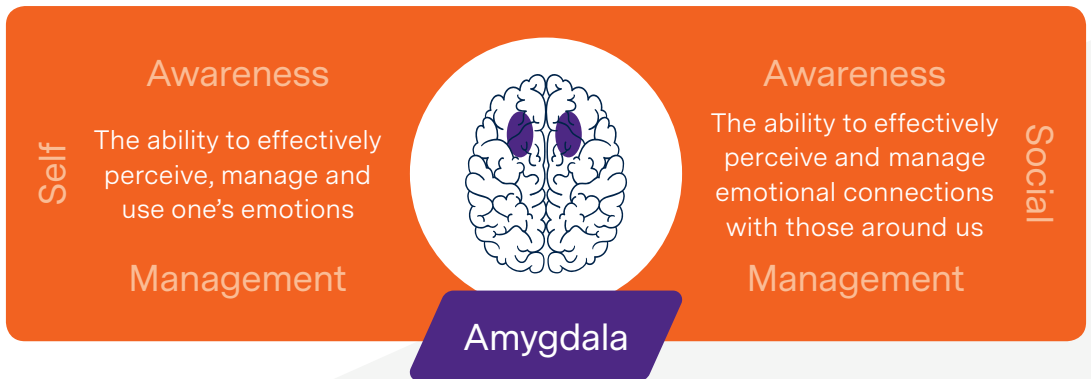


# Connecting to Close

## Emotional Intelligence for Top Producers

### What is Emotional Intelligence?



Integrative center of emotions and emotional behavior

### The Road to Close Using EI to Make the Connection

01

#### Decision Making

- Pause & process how you are feeling
- Apply the appropriate emotion
- Choose the correct response

02

#### Achieving

- Self-motivate in times of stress
- Keep your end goal top of mind
- Take responsibility for your actions

03

#### Influencing

- Identify the emotions of others
- Change the direction of the conversation



Top producers cite the ability to **build trust** and **create deeper connections** as the **key to success**