

Jason Kleid

Changing Lives » Optimizing Performance

Jason Kleid, CPBA, CPVA, CPTA, CPTSSI
Senior Sales Strategist, Facilitator
& Executive Coach



Jason has worked with companies in many industries in the U.S. in addition to Asia and Europe. Much of his work focuses on developing the performance of the sales organization.

A combination of 35+ years in sales, creating 3 businesses along with the ability to teach and experience as a coach; all contribute to capturing the attention of his audience for a greater learning experience.

Whether in a one-on-one coaching relationship, group facilitation, or giving a speech; Jason connects with his audience.

He has been quoted in the Star Tribune, published in trade journals, written a white paper on the sales process for Techtextil Symposium North America and continues to publish articles teaching communication in columns for his client's newsletters.

His certifications include: Emotional Intelligence Certified Mentor, CPBA, CPVA, CPTA.



Sales & Communication Development

What is lacking in most sales organizations? First, a proven process of selling that is; repeatable, and coachable. Second, a common language for the entire sales organization. Third, continuous education and coaching those in the sales leadership position.

Since sales leaders are the ones held responsible for results, it only makes sense to provide the sales leadership team with the education, coaching and tools that will help them become more effective in growing sales.

Maximizing human performance and business development should be a continuous, long-term improvement process rather than a series of quick fix, short term, and do-something-for-the-sake-of-it type events. The latter merely breeds resistance and even skepticism to business development.

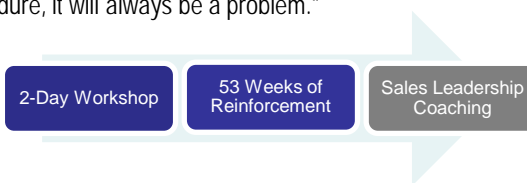
Jason will educate the sales organization on a proven sales process, which takes the mystery out of selling. Participants learn how to listen and apply principles of communication that will focus them to sell value over price, become people rather than task focused enabling them to win new accounts, retain current customers and grow business with those customers. In short, close more sales.

The customized sales tools and programs facilitated by Jason Kleid, LLC promote and support company wide efforts in professionalism at every level. My approach is built upon a philosophy of service to others. Selling cannot be solely selfish. It must be couched within a customer-centric purpose.

Some of the subjects we will be addressing are:

- Planning – Key to success
- Building relationships to build sales
- Exploration of "why people buy" and "how people buy"
- A structured approach to selling that assures a salesperson's ability to stay on track.
- Positive and effective method of handling objections
- A simple, low pressure, yet persuasive method to closing the sale

Jason will share a selling procedure that takes the mystery out of selling for management and salespeople. Remember, "When selling becomes a procedure, it ceases to be a problem. When it is not a procedure, it will always be a problem."



Sustainable Results

A 2010 survey of graduates from Jason's sales development course followed by long-term coaching of the sales leadership team produced the following results:

- 91.5% had an increase in sales performance
- 84.7% were more successful in selling to new customers
- 77.9% feel sales *managers* are doing a *better job coaching*
- 67.8% have improved in *listening* skills
- 57.6% have a greater *understanding* of the sales process
- 55.9% are doing a better job *preparing* for sales calls
- 44.1% do a better job in *qualification*

- 94.9% have recommended that others in their organizations take this program

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Making better decisions starts with understanding your own Emotional Quotient (EQ).

What is Emotional Quotient?

While it is often misunderstood as intelligence quotient (IQ), Emotional Quotient is different because instead of measuring your general intelligence, it measures your emotional intelligence.

Emotional Quotient is the ability to sense, understand and effectively apply the power and acumen of emotions to facilitate high levels of collaboration and productivity.

In the business environment, Emotional Quotient is important because it helps you leverage your awareness of emotions for effectiveness in the workplace.

Assessing Emotional Quotient

We will measure an individual's emotional intelligence with an online questionnaire that is immediately analyzed to produce a report with detailed information about the individual's Emotional Quotient score. The higher the score in the report is, the higher the level of emotional intelligence will be.

At any level, understanding your Emotional Quotient through a personal debrief followed by a series of coaching sessions, will empower individuals by understanding and growing their own EQ.

Understanding how emotions are influencing our daily and long-term choices helps us make smart high-risk decisions by making educated, sound decisions with our head, instead of just with how we are feeling at that moment.

Emotional Intelligence Development

What does emotional intelligence or EQ have to do with good decision making? The answer is everything. Have you ever made a decision when you were really angry? Looking back do you now realize that making an important decision in that emotional state wasn't in your best interest? If you had to do over again, you would no doubt wait until you had calmed down before acting.

This illustrates that knowing how you are feeling (Self-Awareness), and having the ability to regulate those feelings (Self-Regulation) will facilitate better decision-making. Having the wherewithal to *stop* and *think* before responding to emails, to what somebody said or did or to something you heard, would prevent creating a reality you didn't really want. Good decisions prevents wasting time and money. Better decisions contribute to the bottom line.

Employers hope that their leadership teams are making good decisions every day.

Self Awareness and **Self Regulation** are *intrapersonal* skills. The good news is that growing those components of EQ will help each leader make good decisions.

Another *intrapersonal* component of EQ is **Motivation**. When bad news abounds many lose focus, energy and creativity. Leaders may lose the ability to remain passionate for reasons that go beyond money. They can lose sight of important goals and the impact those goals have on performance.

Empathy is an *interpersonal* skill. When a leaders' empathy radar is turned on and they sense how someone is feeling they have the opportunity of communicating at a higher level. This may be critical to helping employees perform and getting the results they both want. Taking someone's temperature so to speak and helping them to lower their temperature (emotions like anger or being afraid) allows them to make better decisions.

Lastly, there are **Social Skills** (*Interpersonal*). Social skills are impacted by the other four areas of emotional intelligence. The stronger a person is in each of those areas the greater the ability to build networks and manage relationships. Since building relationships is one of the cornerstones of effective leadership, building capacity in this area is crucial to performance. Any good leader has the ability to build relationships. What is interesting is that how leaders are being treated is a direct reflection of how they are treating others.

According to Daniel Goleman who wrote the book Emotional Intelligence "90% of the difference between star performers and average performers in senior leadership positions is EQ."

As a certified EQ Mentor Jason will work with the leadership team helping them grow their Emotional Intelligence positively impacting a company's creation of wealth.

