

Welcome!



Mark Mulcahy



Organic Options
Consulting





Emotionally Intelligent
Customer Service

Emotional Intelligence

e·mo·tion·al in·tel·li·gence

the ability to recognize, understand and manage our own emotions, and to recognize, understand and influence the emotions of others.

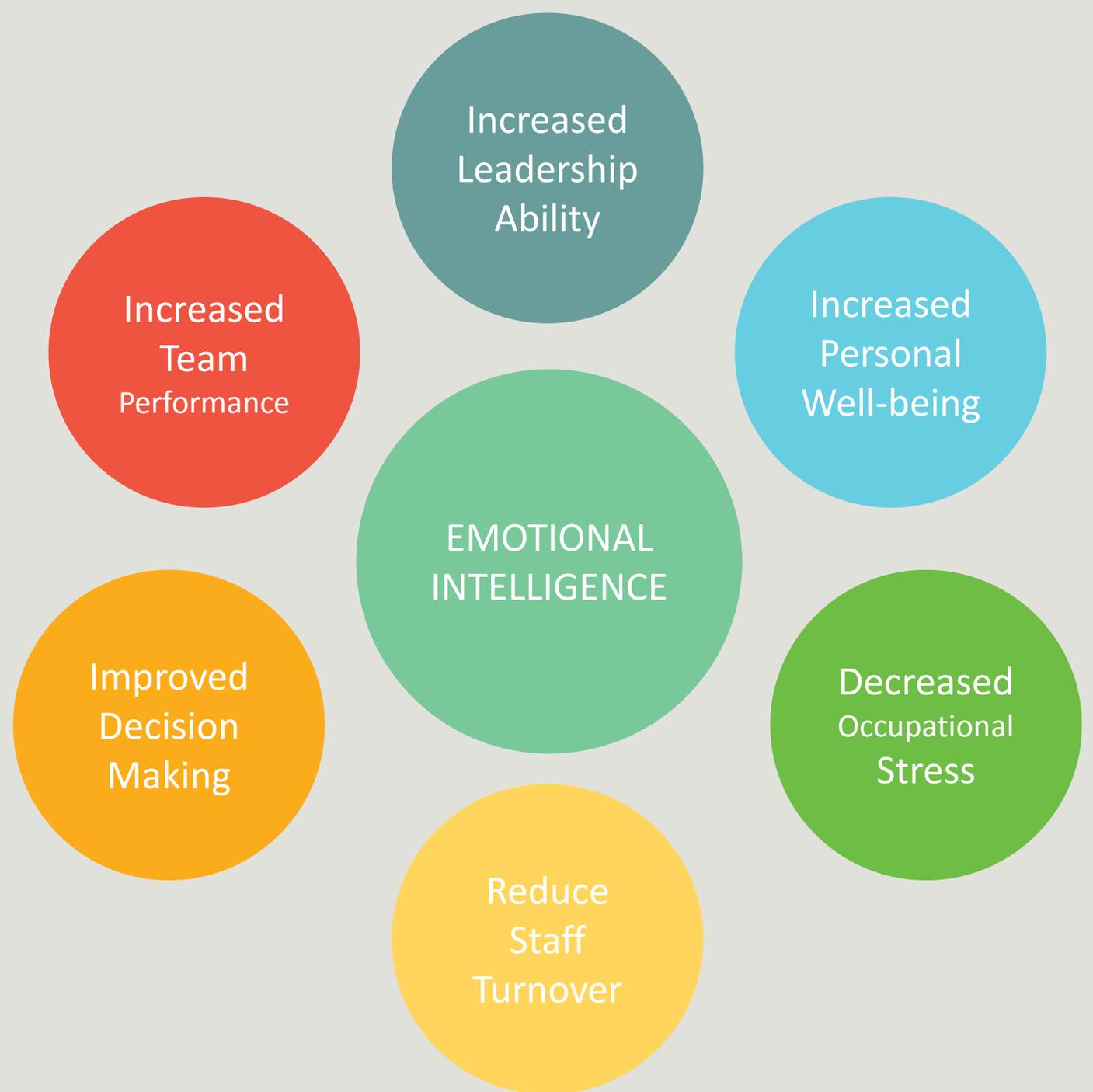


Emotional Intelligence

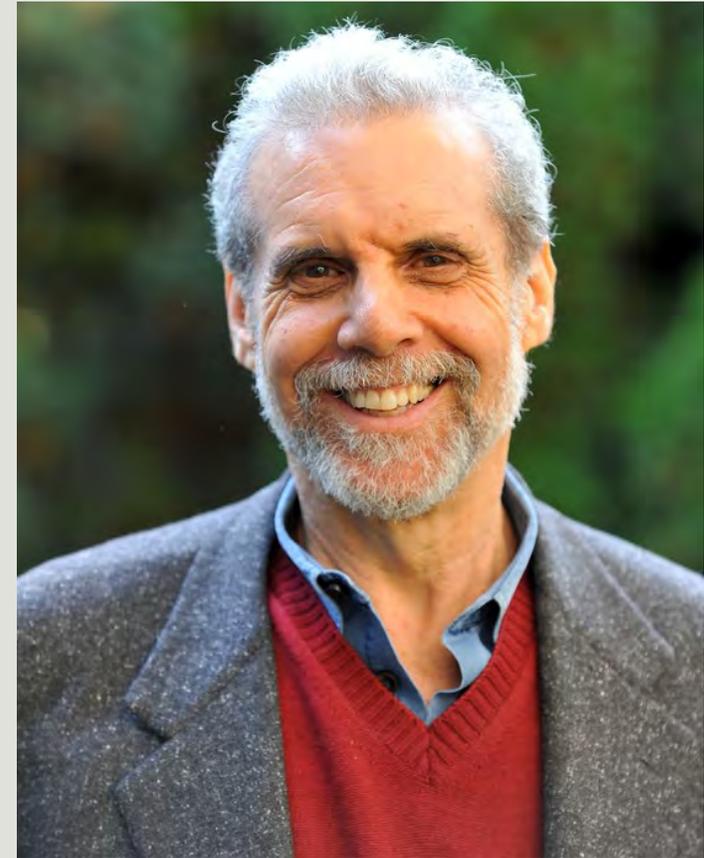
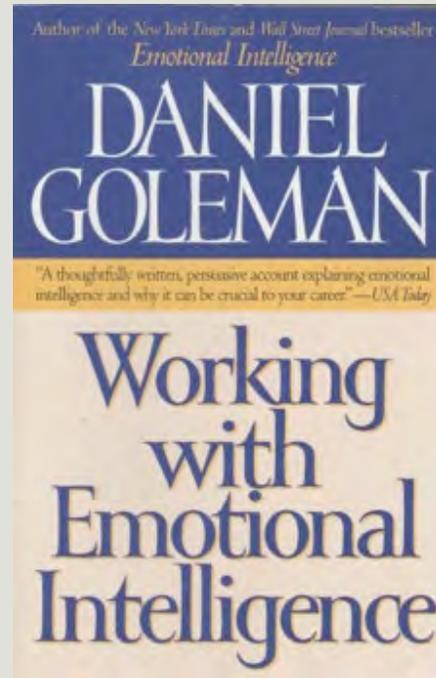
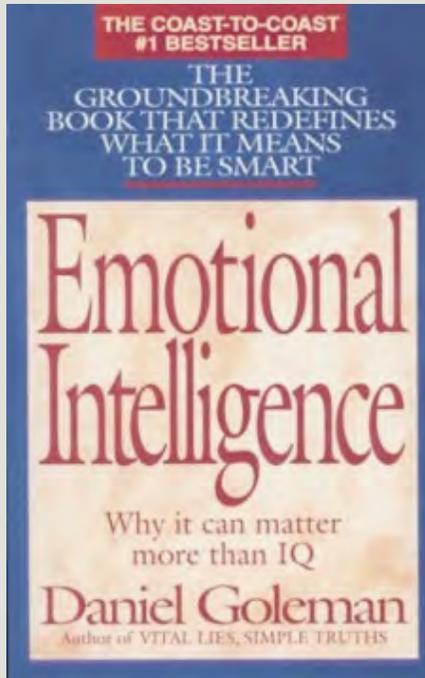
1. Self-awareness
2. Self-regulation
3. Self-motivation
4. Empathy
5. Social skill

Why Emotional Intelligence

<http://enactleadership.com/making-the-case-for-emotional-intelligence-in-the-workplace/>

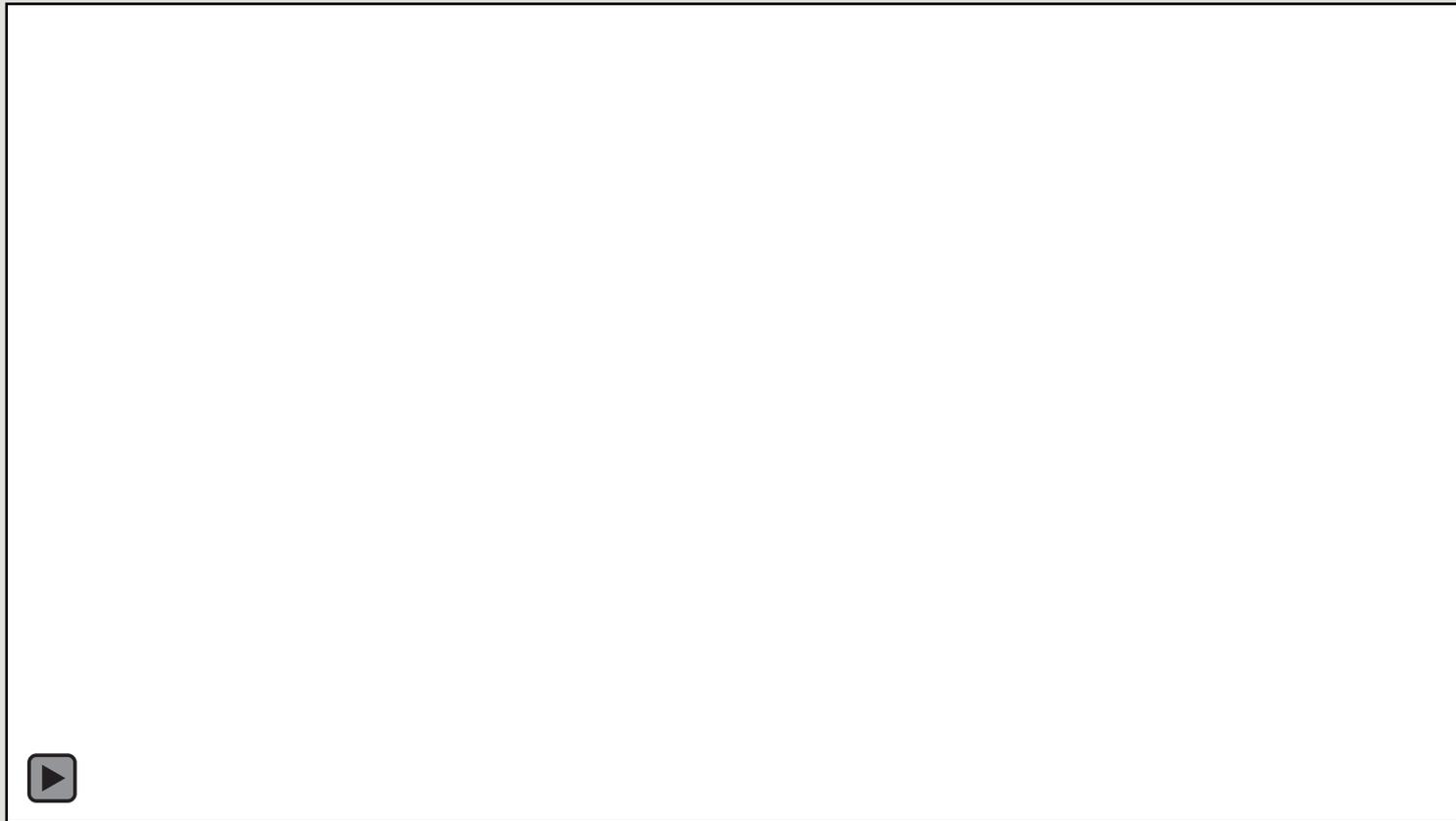


Emotional Intelligence





Relatively New Field of Study



Scientific articles on EI first began to appear in the early '90s.



Emotional Intelligence

1. Self-awareness
2. Self-regulation
3. Self-motivation
4. Empathy
5. Social skill



1. Self-Awareness

Knowing one's strengths and weaknesses, values and impacts on others. Knowing what you're feeling and using your feelings as a guide.

- Realistic self-assessment
- Desire for feedback
- Self-confidence
- Humility

Viktor Frankl

**“Between stimulus and response there is a space.
In that space is our power to choose our response.
In our response lies our growth and our freedom.”**

-Viktor Frankl

Austrian neurologist, psychiatrist, Holocaust survivor and author



2. Self-Regulation

Controlling or redirecting disruptive emotions and impulses. Handling distressing emotions in effective ways, marshaling positive emotions, and aligning our actions with our passions.

- Creating an environment of trust and fairness
- "Be a witness, not a judge"
- Comfort with ambiguity and change



3. Self-Motivation

Passion for the work itself. Pursuing goals with high energy and persistence. The drive to work towards your goals despite setbacks.

- Strong drive to achieve
- Desire to improve, to learn
- Commitment to the organization's mission
- Optimism even in the face of failure



4. Empathy

Understand other's emotions. Skill in responding to others emotionally. Discerning how someone else is feeling without them telling you in words.

- Service to customers and coworkers
- Imagine what others' reality might be like
- Cross-cultural sensitivity



5. Social Skill

Building networks, handling relationships and conflict, and being the type of person people enjoy being around.

- Team leader/team player
- Ability to find common ground, coalitions
- Persuasive



Daniel Goleman

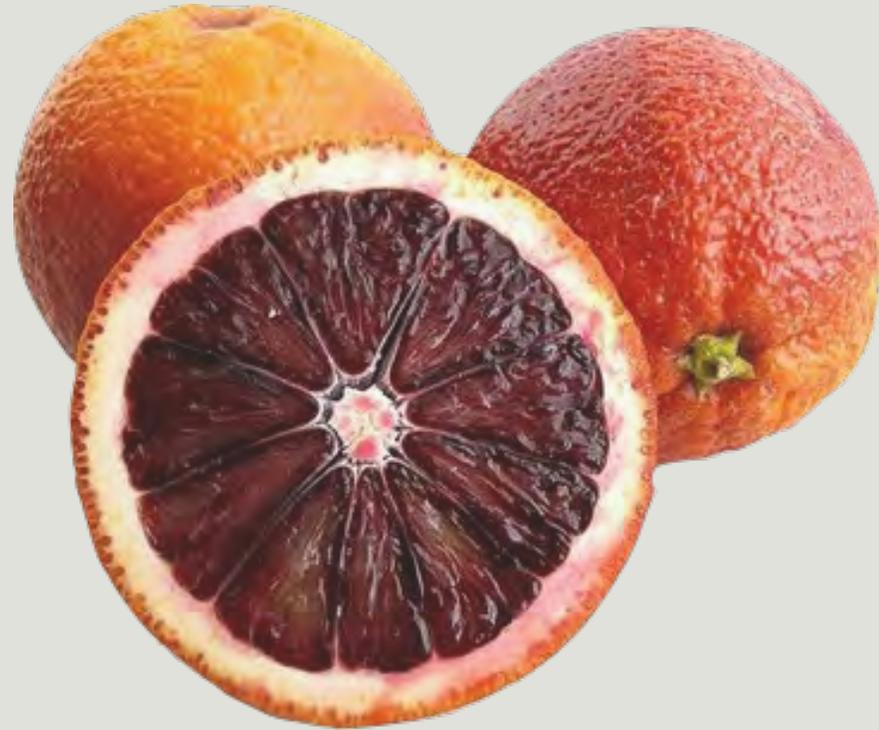
Emotional and Social Intelligence Leadership Competencies each a learned capacity, based on Emotional Intelligence, which contributes to effective performance at work – and often greater satisfaction in life as well.

EMOTIONAL & SOCIAL INTELLIGENCE LEADERSHIP COMPETENCIES





Listen to Customers



SWOT Analysis

	Helpful	Harmful
Internal (Company)	<h2>Strengths</h2> <ul style="list-style-type: none">Local Program & Best OrganicUnique OfferingsCustomer & Inter-relational TrustService Level & ToolsProduct KnowledgeVendor RelationshipsCore Team – PassionateHumor / Like to work Together	<h2>Weaknesses</h2> <ul style="list-style-type: none">Cleanliness & ShrinkBackstock/walk-inSales space on floor/Dry FridgeTraining and Young StaffLabor Pool Hiring & AssessmentCheck-ins (new staff)Clear ExpectationsPricing PerceptionsTools – Old systems and updating themHow to Replicate SuccessMerchandising
External (Environment)	<h2>Opportunities</h2> <ul style="list-style-type: none">Tourism & Strong EconomyDesirable DestinationsTrend to eat CleanNot Supernatural CompetitionBeing a Neighborhood GrocerCommunity InvolvementCollage Population	<h2>Threats</h2> <ul style="list-style-type: none">UNFI – Super ValuWhole Foods/AmazonOn-LineMore People Carrying Same ProductsClimate ChangeSupply Chain/ChangeOrganic Standards#FarmbillGMOsLiving Wage



How do you use EI in customer service?

Engaging Individuals

- Recognize Who Your Customers Are
- Personality Types & Different Needs on Different Days





Types of Customers

Analyticals: these customers want a service person with fluid technical expertise that provides facts and supporting evidence with no emotional handholding.

Intuitives: these customers want a service person that gets directly to the bottom line and recognizes that a customer's time is valuable.

Functionals: these customers want a highly process-oriented and detailed service person that takes a step-by-step (A thru Z) approach.

Personals: these customers want a service person that is friendly, warm and informal. They are looking to build a relationship.

Favorite Product or Producer





Engaging Different Types of Customers



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How can you build your EI skills?



How Managers Can Help Their Teams Develop Emotional Intelligence

- Listen twice as much as you speak.
- Respond, rather than react.
- Put yourself in the other person's shoes.
- Apologize directly if you are at fault.
- Don't interrupt or change the subject.
- Be vulnerable.
- Empathize with others.
- Create a positive environment.
- Ask, don't tell.
- Praise more.

Thank you!

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