

Emotional Intelligence & Customer Excellence



Course Overview:

By the end of this session, participants will learn how to:

- Identify components of emotional intelligence.
- Explore various techniques for managing emotions.
- Handle different types of customers.

Key topics covered:

- Module 1 – Self-Awareness
- Module 2 – Self-Regulation
- Module 3 – Self-Motivation
- Module 4 - Empathy
- Module 5 – Social Skills

Do you usually recognize the emotions you are feeling?

What is Emotional Intelligence (EQ)?

Emotional intelligence is the ability to recognize your emotions, understand what they're telling you, and realize how your emotions affect people around you. It also involves your perception of others: when you understand how they feel, this allows you to manage relationships more effectively.

The Difference Between IQ and EQ



EQ Vs. IQ

| EQ | IQ |
|--|--|
| Emotional quotient | Intelligence quotient |
| Measure of emotional competency | Measure of cognitive abilities |
| Involves identifying, controlling, and using emotions | Involves processing, knowledge, memory, and reasoning |
| Affects motivation, empathy, relationships, self-awareness, and self-control | Affects academics, expertise, critical thinking, and logic |

Why are Emotional Intelligence Skills Important

Importance of Emotional Intelligence

Leadership

Emotional intelligence allows you to be a more effective leader.

Communication

Understanding how others are feeling allows you to communicate with them better.

Self-knowledge

Being more aware of what you are feeling allows you to understand yourself more deeply.

Self-control

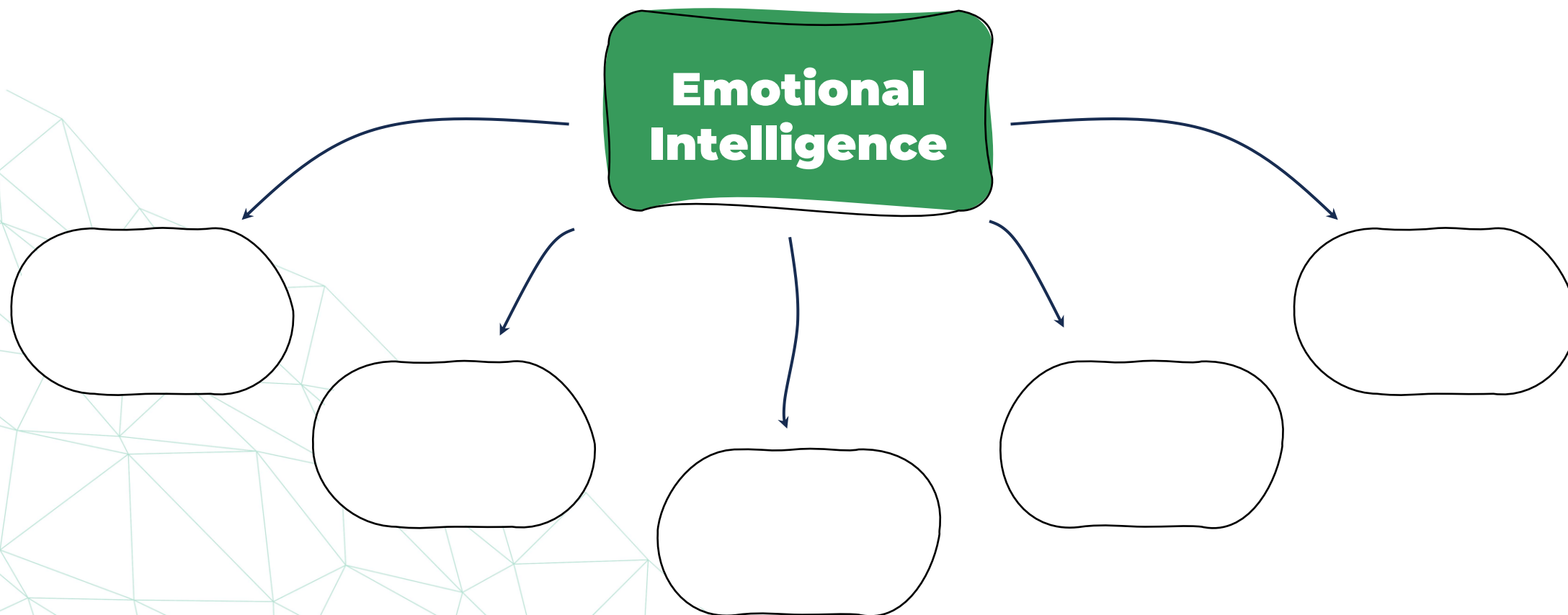
Awareness of your emotions also allows you to develop your self-control abilities.

Stress Management

Managing your emotions effectively allows you to exert greater control in situations marked by stress or conflict.

How can we be Emotionally Intelligent?

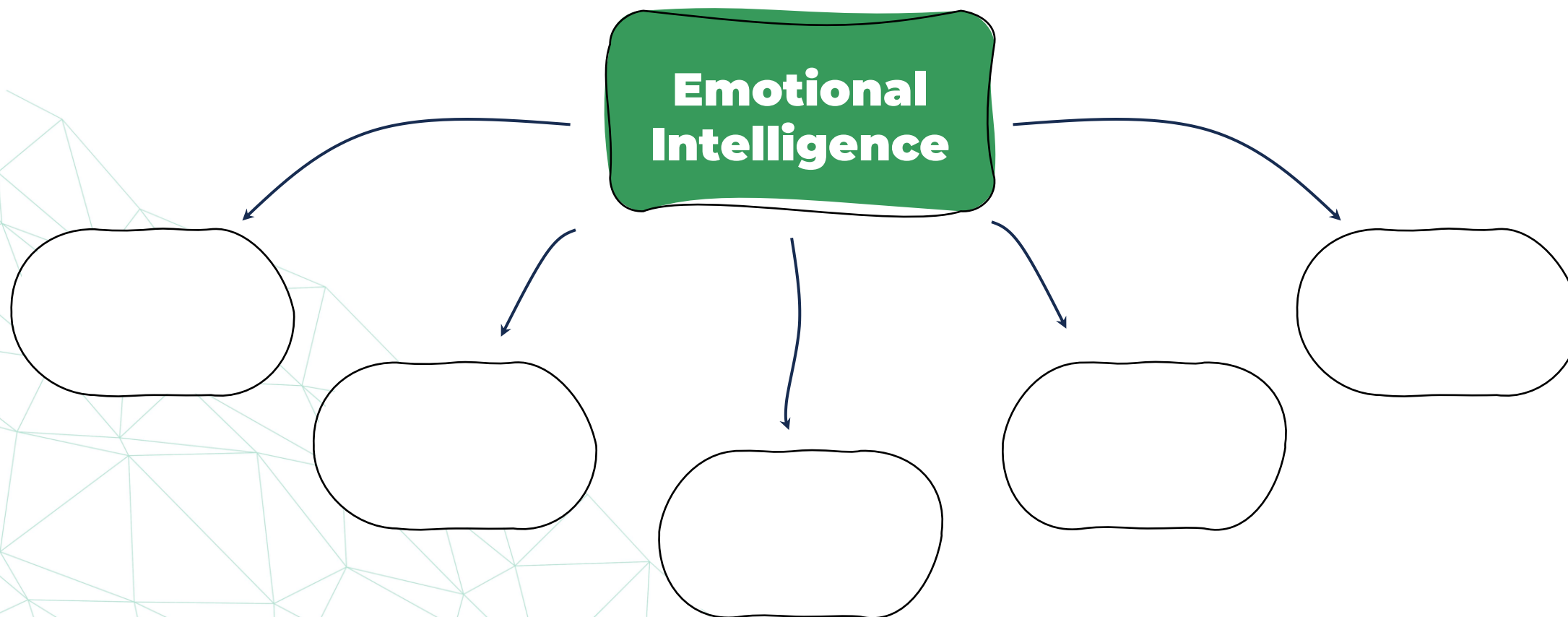
Components of Emotional Intelligence



Let's Play!



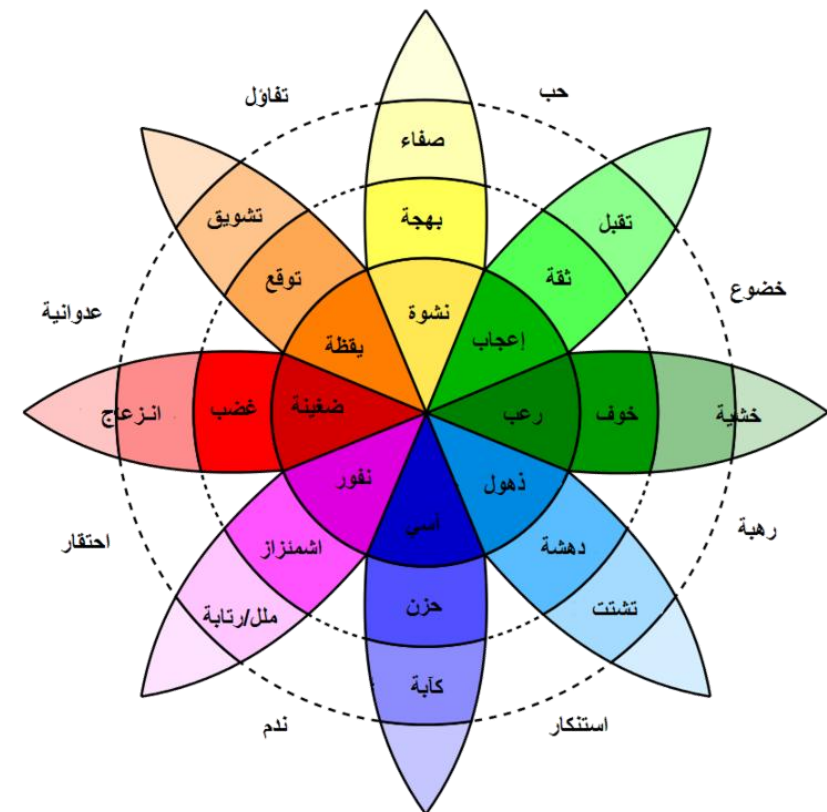
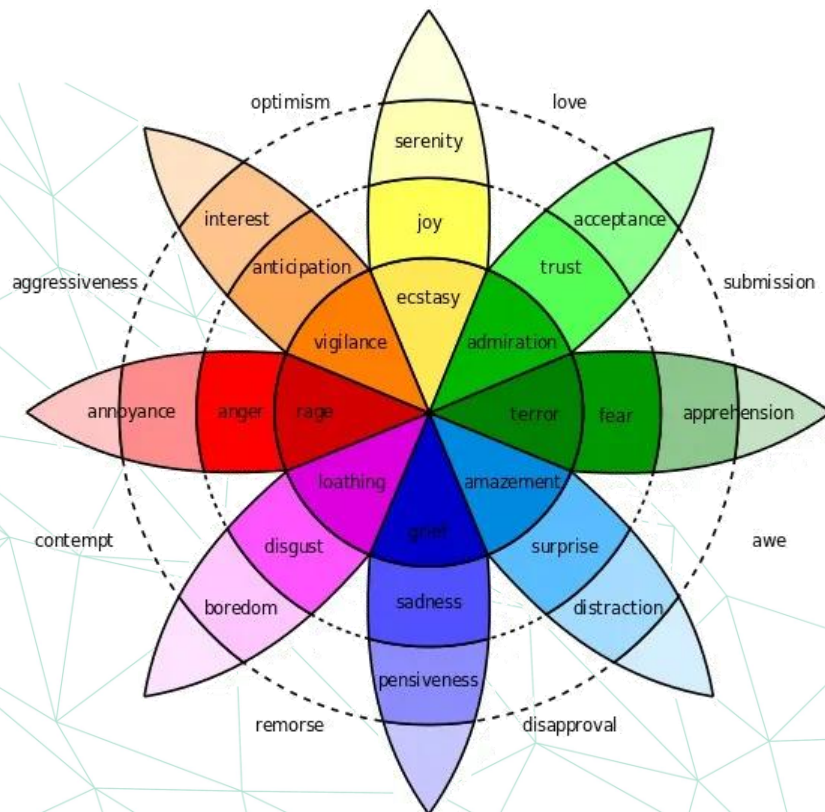
Components of Emotional Intelligence



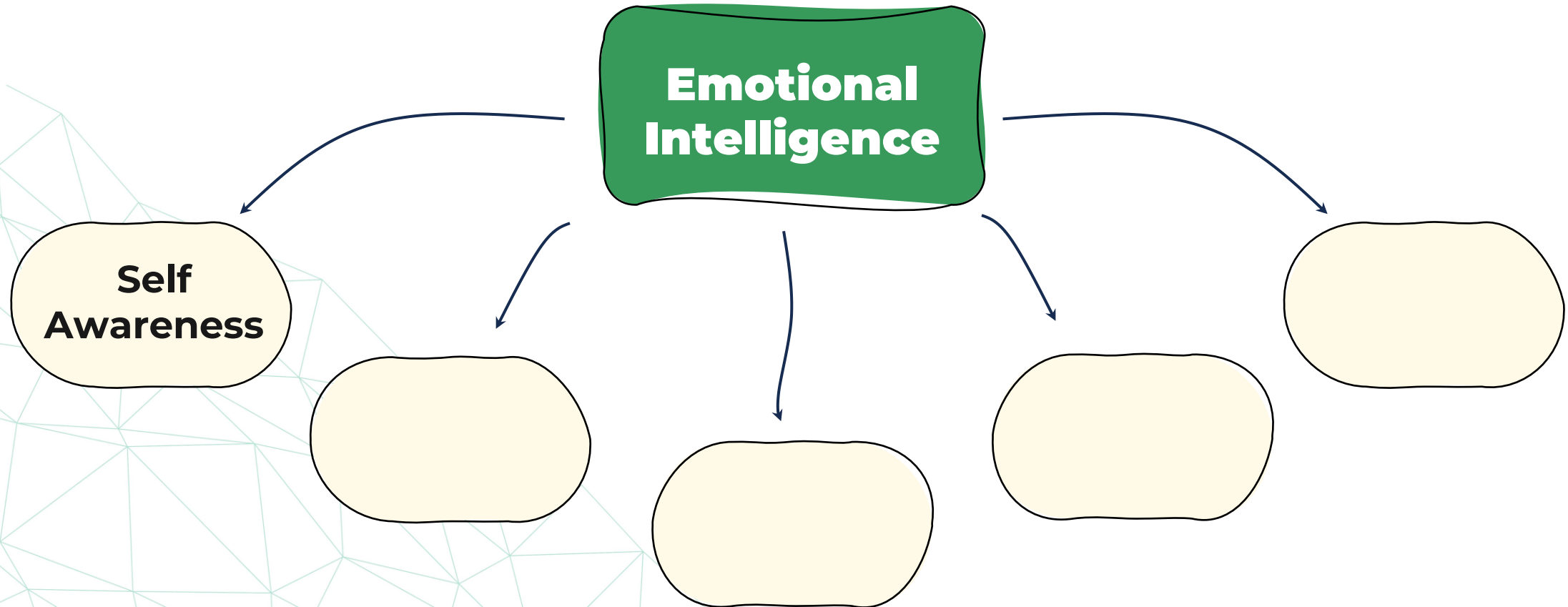
Components of Emotional Intelligence

**Self
Awareness**

What are Emotions?



Components of Emotional Intelligence



Components of Emotional Intelligence

**Self
Regulation**

What is Self-Regulation?

Self-regulation is the ability to control one's behavior, emotions, and thoughts in the pursuit of long-term goals. In other words, It is the ability to think before acting.



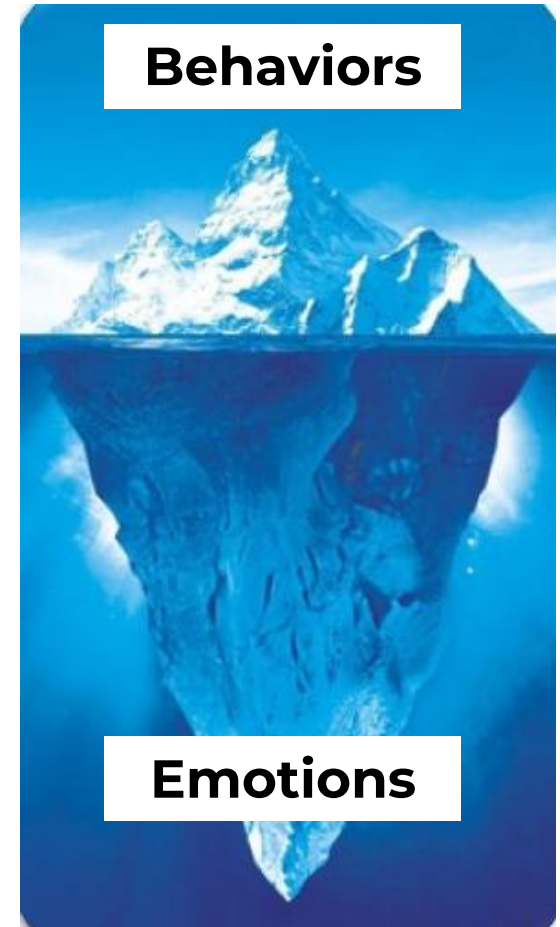
Emotional VS Behavioral Self-Regulation

Emotional Self-Regulation

It focuses on managing our emotions. This involves recognizing emotions as they arise, understanding what triggers them, and developing healthy ways to cope with them.

Behavioral Self-Regulation

It is all about controlling our actions and directing our behavior in a way that aligns with our goals and the situation.



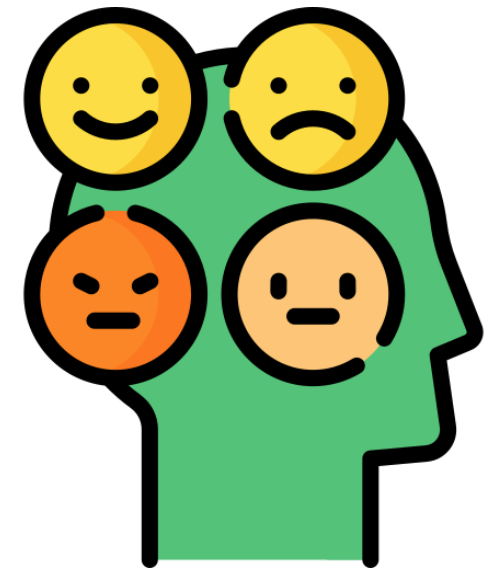
How Can We Regulate our Emotions?

Mindfulness

This is the practice of deliberately paying attention to one's thoughts and feelings and recognizing and accepting them

Positive Reappraisal

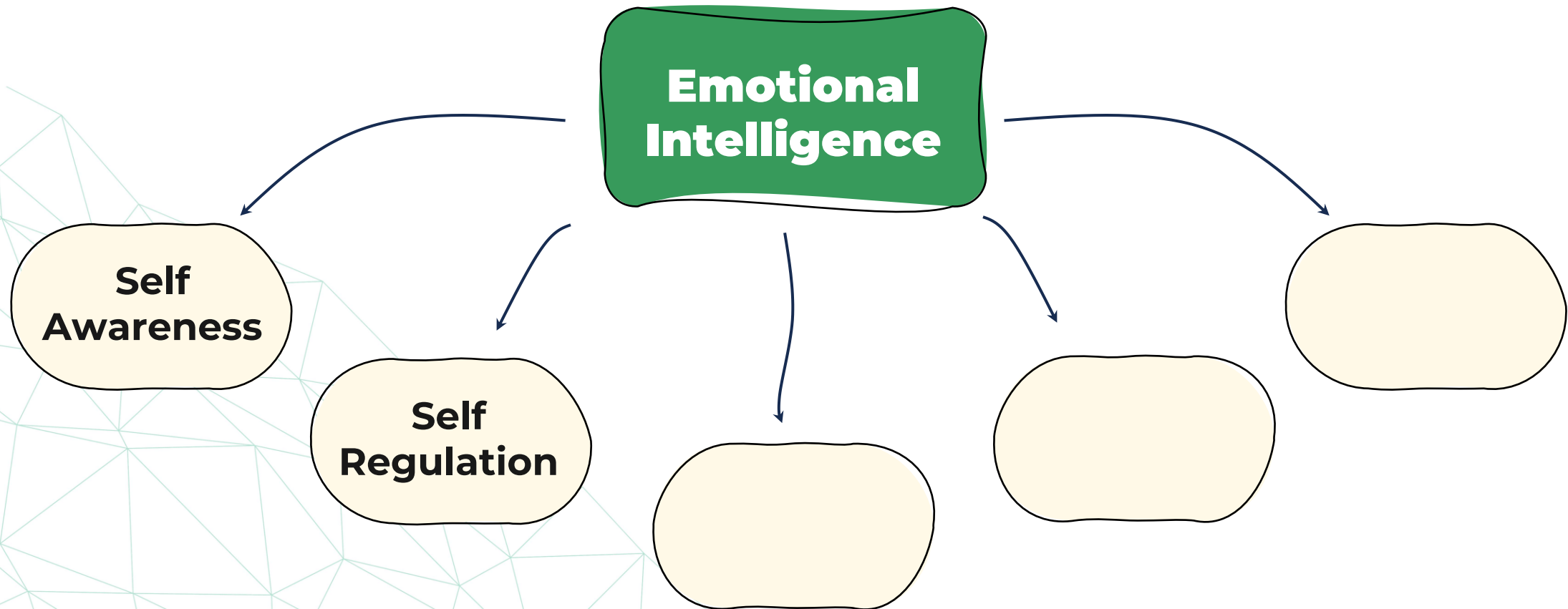
It involves changing the way you think about the event that caused your feelings, in order to reduce its emotional impact



Business Situations – What to do?

1. You are in a meeting with a client and he provokes you by using some negative words.
2. Someone writes negative feedback on your performance and posts it on social media.

Components of Emotional Intelligence



Components of Emotional Intelligence

**Self
Motivation**

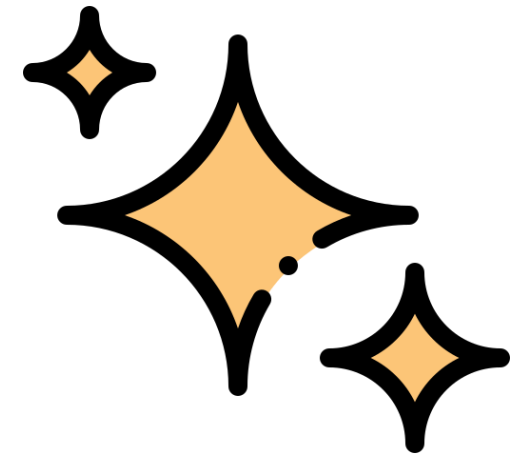
Motivation VS Inspiration

Motivation

Motivation is what pushes us to achieve our goals, feel more fulfilled, and improve our overall quality of life. It is your why that keeps you moving.

Inspiration

Inspiration is the spark that ignites a new idea or goal. However, the thing about that spark is it doesn't last.



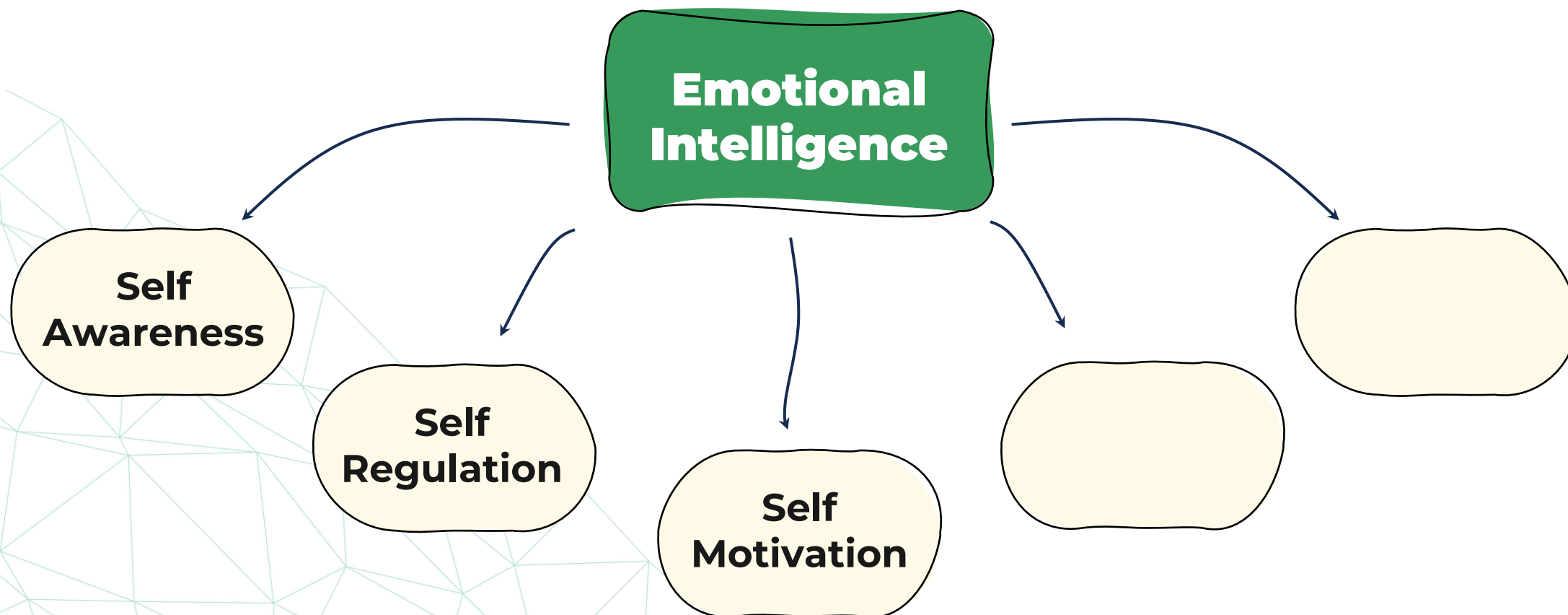
Let's Take a Quick Quiz



Let's Play!



Components of Emotional Intelligence

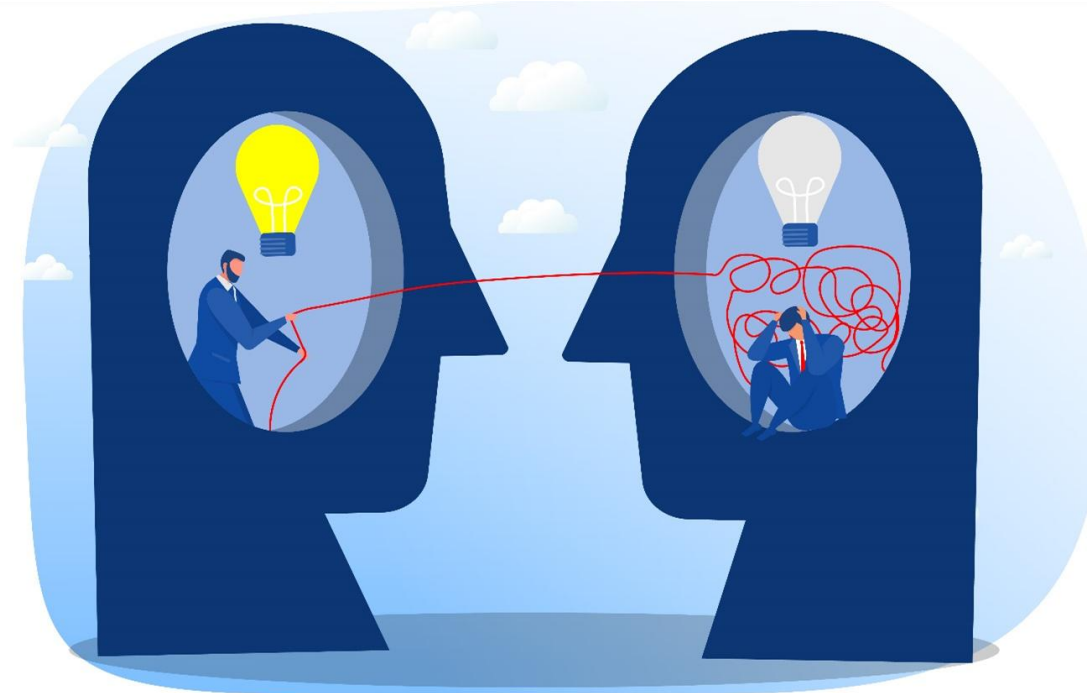


Components of Emotional Intelligence

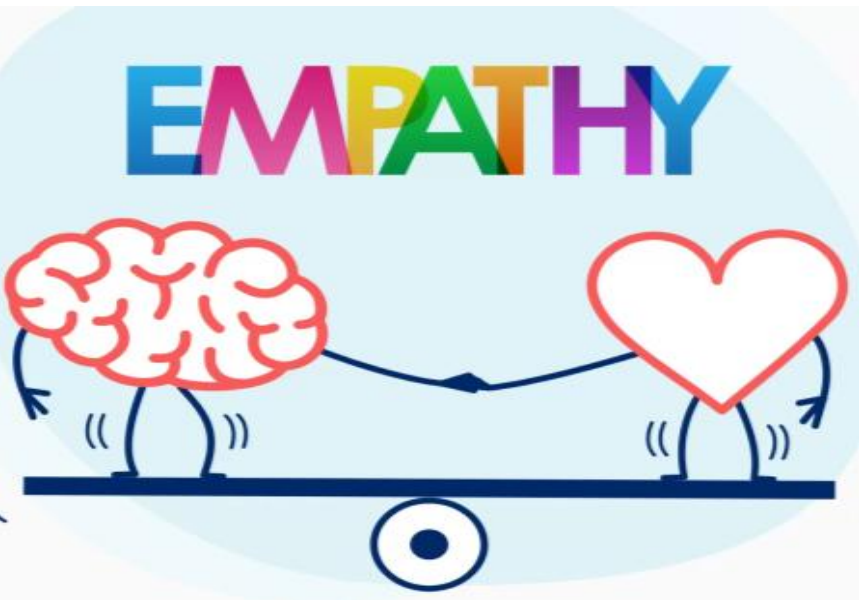
Empathy

What Is Empathy?

Empathy is the ability to understand and empathize with others' feelings and thoughts, fostering deeper understanding and compassion.



Empathy & Handling Clients



- Empathy is dealing with others in their “frame of reference,” not ours.
- Identify others’ situations & feelings.
- When freelancing, you will notice that customer handling using empathy is required at every step of the way while dealing with your client and their deadlines.

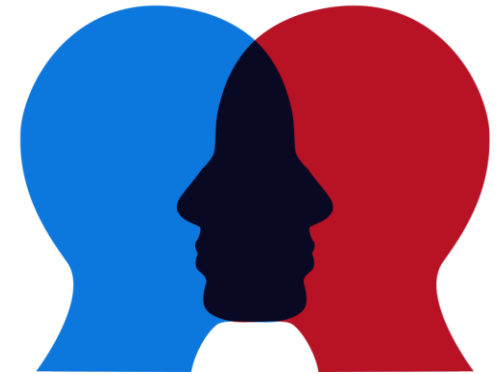
How to Practice Empathy

Empathy

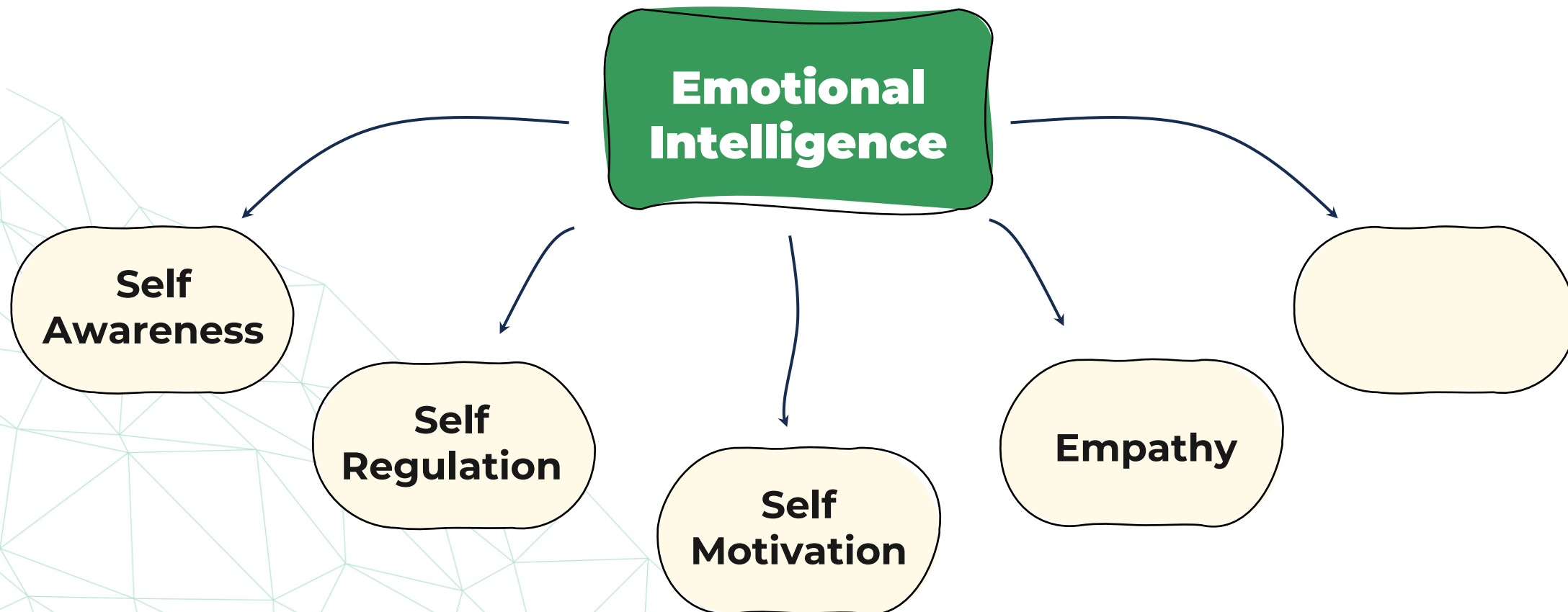
Empathy is all about understanding and sharing the feelings of others. It's like stepping into their shoes and seeing the world from their perspective.

Here are some tips to practice Empathy:

- Pay attention to nonverbal cues
- Understand where they are coming from
- Listen with your full attention
- Express understanding by asking questions instead of making assumptions



Components of Emotional Intelligence



Components of Emotional Intelligence

Social Skills

What are the needed Social Skills?

Social Skills

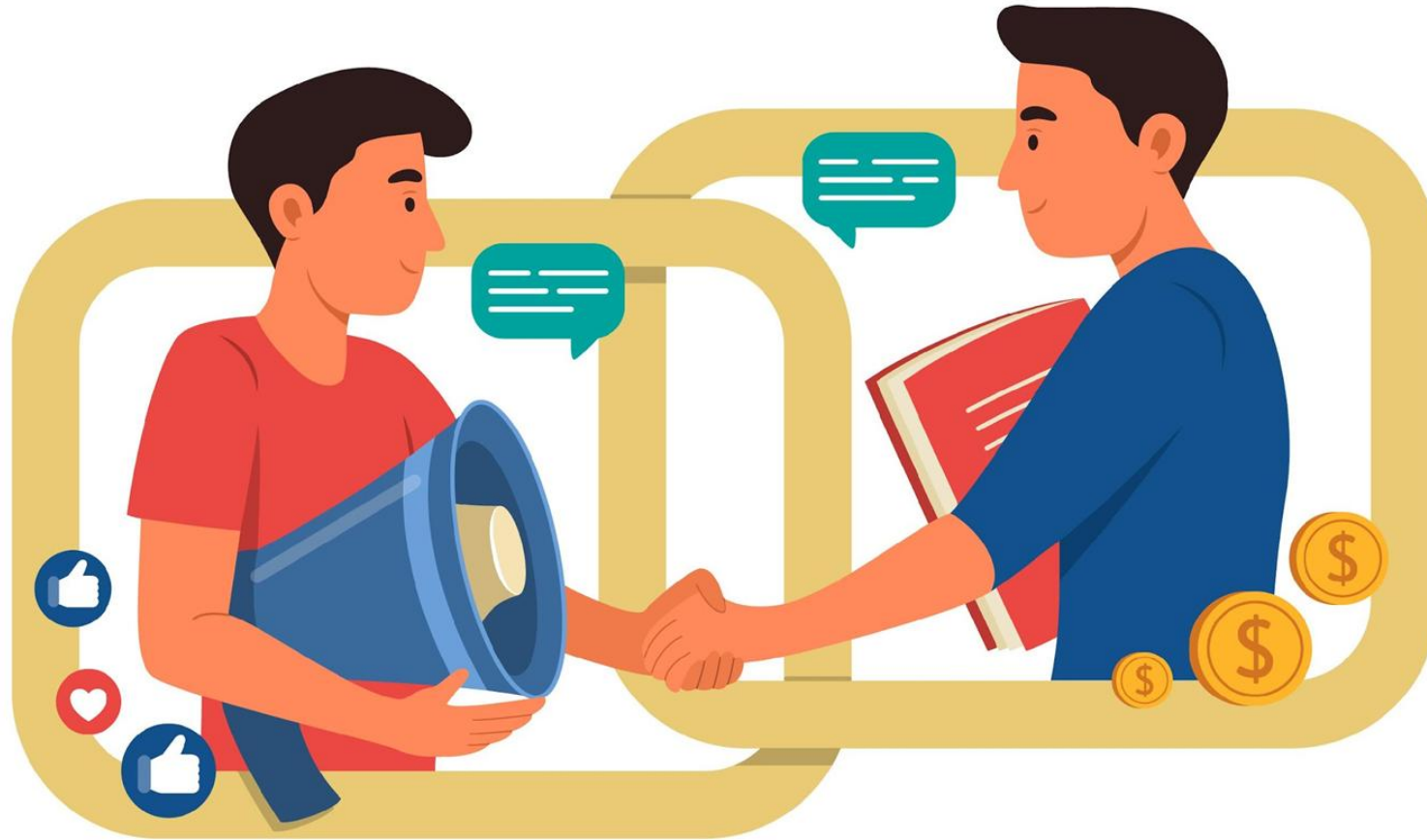
Social skills are the tools we use to navigate and succeed in our interactions with others.

Here are some examples of the needed skills:

- Communication
- Teamwork & collaboration
- Persuasion & Influencing
- Conflict Management



Handling Clients as A Freelancer



Handling Clients as A Freelancer

'All price' clients

'I know it all' client

'Indecisive' client

'Result-based' client

Handling Clients as A Freelancer

'All price' clients

For this kind of client, price is everything. Saving money is the top priority, they want the cheapest option possible – even if that means compromising the quality, they mostly hire based on their budget.

Handling Clients as A Freelancer

'All price' clients

How to spot them?

- My cousin can do this for £400. Why can't you?
- Can you do it for less?
- Tell me how much the video costs first.
- Your rates are really high, I know Gary does it for £300.

Handling Clients as A Freelancer

'All price' clients

How to deal with them?

To deal with these kinds of clients, refer them as fast as possible to someone else. Their priority isn't quality, it's the game of spending the least as possible. If the budget is £500 & your minimum level of engagement is £5000, there's little hope of negotiation so it's not the gig for you.

Handling Clients as A Freelancer

The 'I know it all' client

The one who always knows best.

Handling Clients as A Freelancer

The 'I know it all' client

How to spot them?

- It's easy, I can do it myself or I did this in the past.
- It will just take one hour to create this.
- I'll storyboard the video you just need to shoot exactly that, then it will be easy.

Handling Clients as A Freelancer

The 'I know it all' client

How to deal with them?

Embrace what they say and turn around the conversation.

Client - This isn't difficult, I know you can do it in just one hour or so. Here's an idea, I'll write the script for the video and you just need to follow the script, then you can just knock it out.

Handling Clients as A Freelancer

The 'I know it all' client

How to deal with them?

Embrace what they say and turn around the conversation.

Freelancer - I appreciate the suggestion, from my years of experience, there's a process that involves understanding the script, conceptualizing this into a video/animation, rounds of amends, and a lot more that actually goes into this, to get to the final outcome. **[Show your understanding by educating and setting expectations]**

Handling Clients as A Freelancer

The 'I know it all' client

How to deal with them?

Embrace what they say and turn around the conversation.

Client - But it's a simple script, right?

Handling Clients as A Freelancer

The 'I know it all' client

How to deal with them?

Embrace what they say and turn around the conversation.

Freelancer - [handle any objections head-on] the script itself is fairly simple on paper, although there's X amount of time involved to understand, produce and refine your film and for this time and expertise, I charge a minimum engagement of £5000.

Handling Clients as A Freelancer

The 'I know it all' client

How to deal with them?

Embrace what they say and turn around the conversation.

Client - Can you just work with my script and give me a discount on the price because I'm writing the script for you?

Handling Clients as A Freelancer

The 'I know it all' client

How to deal with them?

Embrace what they say and turn around the conversation.

Freelancer - [keep your composure + position x2 outcomes] Your script writing skills are great, you can hire a storyboard artist, camera operator, and animator on a service like Fiverr, who can follow your script and do it for less, although I can't guarantee the quality of the final film and service will be what I can offer as an all-in-one service, which do you feel is the best solution?

Handling Clients as A Freelancer

The 'I know it all' client

How to deal with them?

Embrace what they say and turn around the conversation.

All you have to do is come from the stance of an experienced freelancer and consultant, and hold your ground on the value that you offer. If they're not budging on price or don't value what you do, politely decline or pay it forward by referring someone else for the gig that it may suit.

Handling Clients as A Freelancer

Indecisive clients

They do market research before they buy anything, a lot of market research. If you educate them in the right way, it could pay off.

How to spot them?

- Let me think about it.
- Let me check other freelancers.
- I'm not sure.
- I'm not ready to make the purchase but just asking.
- I'm waiting for the money.
- Let me check with my partner.
- I'll know when I see it.

Handling Clients as A Freelancer

Indecisive clients

How to deal with them?

Say this - That's totally fine that you'll compare quotes and shop around. To let you know, it will be best to contact me last, as I'm likely to be in the top 3 highest bids. I come with 7 years of experience in this field which is the reason I approached you, and may not even have the availability for when you decide that you need me. I don't want to get into pricing or the proposal just yet, until you're able to clarify what you want.

Handling Clients as A Freelancer

Indecisive clients

Here's what you need to let your client know:

- Ask your client to call you last, once they've shopped around.
- Say that you're likely to be the highest price, which will be in line with the value that you will bring.

Handling Clients as A Freelancer

Result-based clients

These are the clients you should aim for. The ones that favour ***value your time*** and value the ***outcome over price***. They make decisions on the basis of quality and progress at the forefront of their mind.

Handling Clients as A Freelancer

Result-based clients

How to spot them?

- I don't care where it's going just get it done fast.
- I'm not going to bother you on each detail because I trust you get it done, just fix it.
- They have more requests than any other type of client.

Handling Clients as A Freelancer

Result-based clients

How to deal with them?

Don't treat them like the rest of the clients – you can use value pricing here. Plus, you don't need to sell to them because they would've done a lot of research and had key decisions made on what they want before reaching out to you.

Creating Customer Delight



Creating Customer Delight

Maintain Thorough Records

Emphasize Open
Communication

Build Trust Through
Transparency

Manage Clients Closely and
Honestly

Set Clear Expectations Early

Give Strong Support and
Security

CEOs are hired for their intellect and
business expertise – and fired for a lack of
Emotional Intelligence

Daniel Goleman

Recap





Thank You for your participation