

***M. M. MYKILCHENKO***

### **BENEFITS OF EMOTIONAL INTELLIGENCE FOR RETAIL**

This article is devoted to the issue of emotional intelligence in the life of each person and in retail. The idea is based on the fact that the EQ itself has a decisive influence on the formation of the individual and his integration into the society. Also, the comparative characteristics of two types of intelligence and their importance in the development of personality, its development and success in retail. The author analyzes different types of thinking, the concept of emotions and the ways of their correction for mental and intellectual development, because emotions are the driving force in both personal life and the professional field. There is an opinion that without emotional intelligence it is now impossible to move forward or reach any significant heights, it can be developed and improved. Particular attention is paid to aspects of emotional intelligence and real steps that need to be taken to realize their own potential. Also the article reveals information about the ability to control our own emotions and our own understanding of our weaknesses and strengths. The article presents vivid examples of the real importance of EQ in business, management and retail. Provides practical recommendations for raising the level of emotional intelligence. The conclusion formed the main results of the study and analysis of EQ.

**Keywords:** emotional intelligence, emotions, styles of thinking, self-analysis, self-control, motivation, management, retail.

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### **ПЕРЕВАГИ ЕМОЦІЙНОГО ІНТЕЛЕКТУ ДЛЯ РОЗДРІБНОЇ ТОРГІВЛІ**

Дана стаття присвячена питанню емоційного інтелекту в житті кожної людини та в роздрібній торгівлі. Обґрунтовується ідея про те, що саме EQ – має вирішальний вплив на формування індивіду та його інтеграцію в соціум. Також в роботі надається порівняльна характеристика двох типів інтелекту та їх важливість у становленні особистості, її розвитку та успішності в сфері торгівлі. Автор аналізує різні типи мислення, поняття емоцій та шляхи їх корекції для ментального та інтелектуального розвитку, адже емоції є рушійною силою як в особистому житті, так і на професійному поприщі. Доводиться думка про те, що без емоційного інтелекту зараз неможливо рухатись вперед чи досягати якихось значних висот, його можна розвивати та вдосконалювати. Особливу увагу приділено аспектам емоційного інтелекту та реальним крокам, яких треба притримуватись для реалізації власного потенціалу. Також в статті розкривається інформація про вміння контролювати власні емоції та про власне розуміння своїх слабких та сильних сторін. В статті наведені яскраві приклади реальної важливості EQ в бізнесі, менеджменті та торгівлі. Надаються практичні рекомендації стосовно підвищення рівня емоційного інтелекту. У висновку сформовані основні результати дослідження та аналізу емоційного інтелекту та його ролі в житті кожного з нас.

**Ключові слова:** емоційний інтелект, емоції, стилі мислення, самоаналіз, самоконтроль, мотивація, управління, роздрібна торгівля.

***M. M. МИКІЛЬЧЕНКО***

### **ПРЕИМУЩЕСТВА ЭМОЦИОНАЛЬНОГО ИНТЕЛЛЕКТА ДЛЯ РОЗНИЧНОЙ ТОРГОВЛИ**

Данная статья посвящена вопросу эмоционального интеллекта в жизни каждого человека и в розничной торговле. Обосновывается идея о том, что именно EQ - имеет решающее влияние на формирование индивида и его интеграцию в социум. Также в работе предоставляется сравнительная характеристика двух типов интеллекта и их важность в становлении личности, ее развития и успешности в сфере торговли. Автор анализирует различные типы мышления, понятие эмоций и пути их коррекции для ментального и интеллектуального развития, ведь эмоции являются движущей силой как в личной жизни, так и на профессиональном поприще. Показывается мнение о том, что без эмоционального интеллекта сейчас невозможно двигаться вперед или достигать каких-то значительных высот, его можно развивать и совершенствовать. Особое внимание уделено аспектам эмоционального интеллекта и реальным шагам, которых необходимо придерживаться для реализации собственного потенциала. Также в статье раскрывается информация об умении контролировать собственные эмоции и о собственном понимании своих слабых и сильных сторон. В статье приведены яркие примеры реальной важности EQ в бизнесе, менеджменте и торговле. Даны практические рекомендации по повышению уровня эмоционального интеллекта. В заключении сформированы основные результаты исследования и анализа эмоционального интеллекта и его роли в жизни каждого из нас.

**Ключевые слова:** эмоциональный интелект, эмоции, стилі мышлення, самоаналіз, самоконтроль, мотивація, управління, розничная торговля.

**Introduction.** Already in the 20's of the last century, the first studies began on the dependence of human IQ with his success. And it has long been believed that only those who have high IQs can achieve significant success in all areas of their lives and businesses, compared to their friends or colleagues who have lower scores. But in the late 1980s - and early 1990s there was a real upheaval! The reason was the assumption of psychologists who analyzed the skills of successful leaders and concluded that IQ affects success not so much: much more affects effective interaction with others, the ability to analyze emotions as important signals, the ability to motivate others, influence people and situations, the ability to control one's emotions [1].

Since the advent of the term EI in the scientific literature in the 90s years of the twentieth century EI began to be considered as a factor in the success of the individual, in particular, in the professional sphere (Goleman).

However, the problem of the effectiveness of rational or emotional regulation of behavior remains relevant for centuries.

In the last decade, the concept of EQ as an alternative to traditional intelligence has become widely known in psychology. The problem of emotional abilities, emotional and social intelligence is very active. It has been and is currently being studied by foreign and domestic scientists, including: I.N. Andreeva, P.K. Anokhin, I.F. Arshava, R. Bar-On, O.V. Belokon, A.T. Beck, A. M. Bolshakova, I. I. Vetrova, O. I. Vlasova, L. S. Vygodsky, G. Gardner, D. Goleman, O. A. Gulevich, S. P. Derevyanko, M. Gerald, D. Caruso.

An analysis of modern literature has shown that in a broad sense, the ability to recognize understanding and managing emotions; I mean both the subject's own emotions and the emotions of other people [5].

EQ is a set of mental abilities that are responsible for processing emotional information.

In addition, the traditional understanding of intelligence and IQ did not include all these aspects. Therefore, a new concept in psychology and business was introduced - emotional intelligence (EI). It shows the ability of a person to analyze and work with their own emotions, intentions and desires, as well as to develop this skill in relation to other people.

Analysis of the issue. Firstly, we need to get understanding in what aspects we have difference between IQ and EQ? The main features are shown on Image 1.

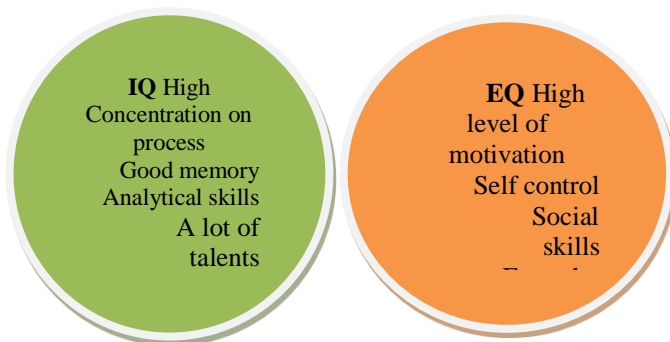


Image 1. IQ against EQ

Table 1. Comparison of IQ and EQ

BASIS FOR COMPARISON	IQ	EQ
Meaning	IQ is a number got from standardized intelligence test.	EQ shows an individual's level of emotional intelligence.
Acquisition	Inborn ability	Learned ability
Measures	General	Emotional
Ability	Learn, understand and implement knowledge, logical reasoning and abstract thinking.	Recognize, control and express one's own emotion's, perceive and assess other's emotion's.
Ensures	Success in job	Success in everyday life
Recognizes	People with high intellect, common sense, mental challenges, etc.	Leaders, Captains, Managers and people with social challenges.

A high level of EQ can be very useful for all people with high plans in professional area. At a min, in order to control their emotions, which sometimes do not "beat across the edge" in time. So, on what does our emotional intelligence depend on? Very often it depends on the style of our thinking and the ability to recognize and control our emotions. What means an Emotion? According to the book, "Discovering Psychology": "An emotion is a complex psychological state that involves three distinct components: a subjective experience, a physiological response, and a behavioral or expressive response. In order to better understand what emotions are, let's look on their 3 main elements (image 2).

In everyday language, people often use the terms "emotions" and "moods" interchangeably, but psychologists actually make distinctions between the two. How do they differ? An emotion is normally quite short-lived, but intense. Emotions are also likely to have a definite and identifiable cause. For example, after disagreeing with a friend over politics, you might feel angry for a short period of time. A

To understand the difference between IQ and EQ, you need to understand the concepts of these terms. EQ coefficient is the ability of a person to understand their emotions in combination with the emotions of other people, while IQ shows the level of human intelligence [3].

IQ is a test score that we can get from a standardized intelligence test in which a person's mental age is divided by a chronological age and then multiplied by 100. We need this test to understand a person's level of cognitive ability to think. EQ is a term that means a person's ability to understand their own and others' emotions. It is a measure of the level of emotional intelligence of a person that divides between different feelings and uses that intelligence to guide thinking and behavior [2]. The term was first published in 1995 by Daniel Goleman in his book, Emotional Intelligence. In a broad sense, this means the ability of a person to detect, analyze, express and control their own emotional state, as well as properly communicate with people, understanding their emotional state, emotional impulses. It is also the ability to make the right decisions, be a point of support for yourself, and the ability to work in stressful situations. People with high levels of emotional intelligence have more stable physical and psychological health. Very good examples for comparison are presented in Table 1.

mood, on the other hand, is usually much milder than an emotion, but longer-lasting. In many cases, it can be difficult to identify the specific cause of a mood. For example, you might find yourself feeling gloomy for several days without any clear, identifiable reason [7].

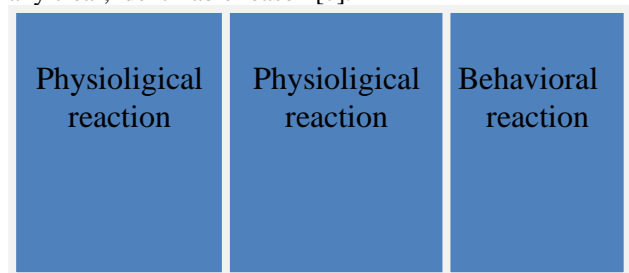


Image 2. Key elements of emotions

In the 20th century, Paul Ekman identified six basic emotions (anger, disgust, fear, happiness, sadness, and surprise) and Robert Plutchik eight, which he grouped into four pairs of polar opposites (joy-sadness, anger-fear, trust-

distrust, surprise-anticipation). There are types of emotions by Paul Ekman on the Image 3.



Image 3. 6 basic emotions by P. Ekman

Thinking is the cognitive activities you use to process information, solve problems, make decisions, and create new ideas. You use your thinking skills when you try to make sense of experiences, organize information, make connections, ask questions, make plans, or decide what to do. Not only emotions base EQ, but types of thinking are to. There are several different types of thinking or ways to think [4].

**Creative thinking** – refers to the ability to conceive new and innovative ideas by breaking from established thoughts, theories, rules, and procedures. It involves putting things together in new and imaginative ways. Creative thinking is often referred to as “thinking outside the box.”

**Analytical thinking** – refers to the ability to separate a whole into its basic parts in order to examine the parts and their relationships. It involves thinking in a logical, step-by-step manner to break down a larger system of information into its parts.

**Critical thinking** – refers to the ability to exercise careful evaluation or judgment in order to determine the authenticity, accuracy, worth, validity, or value of something. In addition to precise, objective analysis, critical thinking involves synthesis, evaluation, reflection, and reconstruction. And rather than strictly breaking down the information, critical thinking explores other elements that could have an influence on conclusions [6].

**Concrete thinking** – refers to the ability to comprehend and apply factual knowledge. It is about thinking of objects or ideas as specific items, rather than as a theoretical representation of a more general concept. It involves thinking only on the surface, always literal, and to-the-point.

**Abstract thinking** – refers to the ability to use concepts to make and understand generalizations then relating or connecting them to others items, events, or experiences. It involves paying attention to the hidden meanings thus allowing you to observe and understand theories and possibilities.

**Divergent Thinking** – refers to the ability to generate creative ideas by exploring many possible solutions in an effort to find one that works. It involves bringing facts and data together from various sources and then applying logic and knowledge to solve problems or make decisions. It

starts from a common point and moves outward in diverging directions to involve a variety of aspects or perspectives.

**Convergent thinking** – refers to the ability to put a number of different pieces or perspectives of a topic together in some organized, logical manner to find a single answer. It involves focusing on a finite number of solutions rather than proposing multiple solutions.

**Sequential (linear) thinking** – refers to the ability to process information in orderly prescribed manner. It involves a step-by-step progression where a response to a step must be obtained before another step is taken.

**Holistic (nonlinear) thinking** – refers to the ability to see the big picture and recognize the interconnectedness of various components that form the larger system. It involves expanding your thought process in multiple directions, rather than in just one direction, and understanding a system by sensing its patterns. After analyzing the main factors that influence the emotional intelligence, we turn to the main components. Emotional intelligence includes five components. These five areas are interconnected working together to create an overall level of equalizer, and the experiences are considered together, but professionals can highlight each of these areas to put into practice your real strengths or weaknesses in work and personal life [8].

**1. Self-awareness.** It is your ability to understand your own emotions, why they arose, and how to influence them. It is self-awareness that has become the basis of emotional intelligence, and it is with it that we need to work harder to develop and improve emotional intelligence. Most problems with emotional intelligence stem from problems with self-awareness. The most common problems: you do not know what you are feeling and what to do with it, but you do not understand other people (their emotions) at all. And the second problem also has a significant impact on working with colleagues, on understanding in a team or during work on a project [10].

**2. Self-regulation.** You can not control everything in your life, not be able to influence when what emotion takes place at a particular moment. And in order for you to be able to clearly understand how long your emotions last, their intensity needs to develop the skill of self-regulation. The ability to do these things is self-regulation, and it also stems from a skill such as self-awareness. Often, self-regulation involves things like:

- Have self-control
- To be honest and fair to yourself and people
- Be able to adapt
- Being open to everything new

**3. Motivation.** Motivational function of emotions. Emotions play a prominent role at all stages of the motivational process: in assessing the importance of an external stimulus, in the case of signaling a need that arises, and in assessing its importance, in predicting the possibility of meeting the need, in the case of choosing a goal. Motivation pushes us to take certain actions, and emotion is already a consequence of what we feel from a situation or environment.

**4. Empathy.** While the first two components of emotional intelligence deal with your own thoughts and actions, empathy is an innate ability to recognize how

others feel. Empathy is the ability to understand and empathize with another person's emotional state. It is often mistaken for us that an empathic person should help others. But empathy is simply an understanding of another person's condition, their emotions, and a diminished sense of the same. Empathy is not equal to action. Empathic support is about understanding you, your emotions and being here with you now. This may end in empathy.

**Social Skills. Business Awareness:** Understand current events, accountability hierarchies and policies at the organizational level. **Prevention:** the ability to recognize and meet the needs of subordinates, customers or customers. **Inspiration:** the ability to lead, drawing a fascinating picture of the future [9].

**Impact:** Possessing a number of persuasion tactics. **Self-improvement assistance:** Encourage the development of other people's abilities through feedback and instruction. **Promoting change:** the ability to initiate transformation, improve management practices, and lead employees in a new direction. **Conflict management:** resolving differences. **Strengthening personal relationships:** Cultivating and maintaining social relationships. **Teamwork and Collaboration:** Collaborating with Other Employees and Creating a Team. Unlike IQ, emotional intelligence can be developed at any age. If logical abilities develop to 17 years, up to a maximum of 25 (which is why it is so important not to spend this period in education), then the peak of EQ development is 40 years.

Here are 4 ways to develop your emotional intelligence, especially in business sphere:

1. Manage negative emotions. When you're able to manage and reduce your negative emotions, you're less likely to get overwhelmed. Easier said than done, right? Try this: If someone is upsetting you, don't jump to conclusions. Instead, allow yourself to look at the situation in a variety of ways. Try to look at things objectively so you don't get riled up as easily. Practice mindfulness at work, and notice how your perspective changes.

2. Be mindful of your vocabulary. Focus on becoming a stronger communicator in the workplace. Emotionally intelligent people tend to use more specific words that can help communicate deficiencies, and then they immediately work to address them. What made it so bad, and what can you do to fix it next time? When you can pinpoint what's going on, you have a higher likelihood of addressing the problem, instead of just stewing on it.

3. Practice empathy. Centering on verbal and non-verbal cues can give you invaluable insight into the feelings of your colleagues or clients. Practice focusing on others and walking in their shoes, even if just for a moment. Empathetic statements do not excuse unacceptable behavior, but they help remind you that everyone has their own issues.

4. Know your stressors. Take stock of what stresses you out, and be proactive to have less of it in your life. If you know that checking your work email before bed will send you into a tailspin, leave it for the morning. Better yet, leave it for when you arrive to the office. Emotional intelligence can evolve over time, as long as you have the desire to increase it. Every person, challenge, or situation faced is a prime learning opportunity to test your EQ. It

takes practice, but you can start reaping the benefits immediately [11].

**EQ and sales.** The problem associated with what personal qualities and skills of sales specialists allow them to achieve high results is currently being discussed very actively. Competition in sales has grown, and naturally the question arose about the resource that must be used for successful commercial activities. In this regard, there was a great interest in the role of emotional intelligence in sales.

Emotional intelligence is closely related to the concept of emotional adequacy (it is assumed that the emotional reaction is adequate to all parameters of the situation in which it manifests). In the negotiation process, both excessive over excitation and excessive retardation will be inadequate, as well as fear, anger, etc. In addition, this includes the so-called sensory acuity (i.e. sensory instinct, which helps a person to see, hear, feel changes in the emotional state of a communication partner). During negotiations, sensory acuity (one might say - emotional sensitivity) allows you to control the process of communication, ensuring successful progress towards the desired result [12].

Such close attention to the emotional aspect in the work of a sales specialist arose not so long ago and there is still little experience in application. In addition, many sales managers and sales professionals are quite skeptical about this issue. At the same time, it seems that the practical application of EQ during various types of negotiations has a good future. For example, under equal conditions, the skillful management of emotions can play a decisive role in the supply of a certain product.

Turning directly to the management of emotional intelligence by sales specialists, 3 aspects are considered:

1. Emotional preparation for negotiations.
2. Emotional interaction with negotiating partners.
3. Organization of the emotional background of negotiations.

You can also actively apply the skills of emotional intelligence in the field of personnel management, for example, by measuring its number of indicators - when an employee accepts a certain position, the manager analyzes his personal qualities, if during the work they are not confirmed or inconsistent very often, then the recruitment manager is reflect on your level of your own EQ.

**Conclusions.** The IQ and EQ level are different in different persons. It is possible that a person has a high IQ level, but low EQ count and vice versa. Therefore, the methods of checking IQ and EQ also differs.

Taking into account the results of the previously mentioned studies, it can be assumed that high rates EQ are a necessary attribute of a successful individual, which, in turn, implies the need to create special training and developing emotional competence personality programs.

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### MAIN SALES TECHNIQUES AT THE ENTERPRISE

The article deals with the study of existing sales promotion techniques and their effective management. The idea that the proper use of sales techniques can significantly increase the level of awareness of the company and contribute to its successful development is substantiated. Trade has always been (and still is) a relatively simple, affordable and reliable business activity. But, we must admit that even in the age of fierce competition, not all modern top managers, office consultants, salespeople and agents have the sales techniques and relevant skills. How to successfully raise sales in an online store? How to increase company profits? How to manage sales effectively? By efficiency, we mean increasing sales. Unfortunately, there is no universal recipe for how to increase trade efficiency. Each company selects its own technique by trial and error, repeatedly testing it in practice. A meticulous approach is working - you need to gather staff with experience and good sales skills or to train your own team. Successfully chosen technique of effective sales answers all the questions asked. The paper provides recommendations for the use of sales promotion techniques. Describes how social networks can affect sales and brand, how accurate customer knowledge can increase existing customers' reach and reach new customers. It is hard to surprise a whimsical modern client. The market is overflowing with similar offers, each business has serious and dangerous competitors. Effective sales techniques (telephone, online, and so on) are a prerequisite for developing a company and maintaining stability in sales. The author focuses on how quality customer service provides a great advantage among competitors and increases the level of loyalty, and concludes that impact techniques depend on many factors and are situational in use.

**Keywords:** sales, management, profit, customers, advertising, systems, sales, company, sales techniques.

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### ОСНОВНІ ТЕХНІКИ ПІДВИЩЕННЯ ПРОДАЖІВ НА ПІДПРИЄМСТВІ

Стаття присвячена питанням вивчення існуючих технік підвищення продажів та ефективному управлінню ними. Обґрунтовується ідея про те, що саме грамотне використання технік продажів може значно підвищити рівень пізнаваності компанії та сприяти її успішному розвитку. Сфера торгівлі завжди була (і залишається зараз) порівняно простим, доступним і надійним напрямом підприємницької діяльності. Але, треба визнати, що навіть в епоху жорстокої конкуренції далеко не всі сучасні топ менеджери, офісні консультанти, продавці й агенти володіють техніками продажів та відповідними навичками. Як успішно підняти продажі в інтернет-магазині? Як збільшити прибуток компанії? Як ефективно управляти продажами? Під ефективністю ми розуміємо збільшення обсягів продажів. На жаль, універсального рецепту, як збільшити ефективність торгівлі, не існує. Кожне підприємство підбирає власну техніку методом проб і помилок, багаторазово тестуючи її на практиці. Скрупульозний підхід дає свої результати – необхідно зібрати штат фахівців з досвідом і хорошими навичками у продажах або тренувати свою власну команду. Вдало обрана техніка ефективних продажів дає відповіді на усі поставлені питання. У роботі надаються рекомендації для використання технік підвищення продажів. Описується, як соціальні мережі можуть впливати на рівень продажів та бренд, як точне знання про клієнта може збільшити рівень продажів серед існуючих клієнтів і залучити нових. Примхливого сучасного клієнта важко чимось здивувати. Ринок переповнений схожими пропозиціями, у кожного бізнесу є серйозні і небезпечні конкуренти. Ефективні техніки продажів (телефоном, онлайн і так далі) – необхідна умова для розвитку компанії і підтримки стабільності у реалізації. Автор акцентує увагу

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