

The Relationship Between Emotional Intelligence and Sales Performance of Life Insurance Agents

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ABSTRACT

The purpose of this Research was to exam the relationship between emotional intelligence and sales performance of life insurance agents. Emotional intelligence is a competency model, describing as “ the capacity for cognizing our own feelings and those of others, for motivating ourselves, for managing emotions well in ourselves and in our relationships. ” The construct of this study was based on the Goleman ’ s emotional intelligence framework. Goleman introduced the concept of emotional intelligence and the role of emotions: “ The new measure takes for granted having enough intellectual ability and technical know-how to do our jobs. The emotional intelligence measuring questionnaire is ECI 2.0 developed by Goleman, Boyatzis and Rhee(2000). The emotional intelligence measuring questionnaire is ECI 2.0, providing 360-degree measurement to participating agents. The participating agents completed selfreport version of the ECI 2.0. They, in turn, asked others with whom they work closely to complete 360-degree versions of the instrument, providing feedback on the participants. Not only measuring the emotional competency scores, also comparing different rating sources. The sample came from a major life insurance company. The data was collected by each 180 questionnaire for different rating resources (self-report, coworker rating and supervisor rating). After invalid questionnaires were eliminated, the valid questionnaire is 95 with 53% effective return rate. Statistical analyses such as frequency, means, t-test, Pearson ’ s produce-moment correlation, and MANOVA were applied to exam the hypothesis of the study. Findings of this study are described as follows: 1. Mean score of insurance agents emotional intelligence is 3.75. Comparing with normal samples, life insurance agents ’ emotional intelligence score is higher and major competencies are different from normal sample. The major competencies of life insurance agent are “ Emotional self-awareness ”, “ Accurate Assessment ”, “ Self-Confidence ”, “ Transparent ”, “ Achievement Drive ”, “ Empathy ”, “ Service Orientation ”, “ Developing Others:, “ Influence ” and “ Teamwork and collaboration ”. 2. There is no significant difference between population variables and emotional intelligence. Finding indicates that different age, gender, education, marriage and work experience will not influence emotional intelligence. 3. There is no significant difference between population variables and emotional intelligence. Finding indicates that different age, gender, education, marriage and work experience will not influence emotional intelligence. 4. The relationship between EI and sales performance is reaching significant correlation to show that emotional intelligence is a valid predictor of sales performance. Among all emotional competencies, “ Self-Confidence ”, “ Service Orientation ”, “ Initiative ”, “ Influence ”, “ Empathy ”, “ Transparent ” are reaching remarkable significant correlation to sales competency. 5. This study measure emotional competency is using multi-source feedback system. Through this system, we can analyze the relationship among different rating sources. Results indicate that there is no significant difference among different rating sources, and every source has good consistency.

Keywords : Emotional Intelligence, sales performance, multi-source feedback

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