EQesque Outline Correlation Between Emotional Intelligence and Business Success

Tuesday 24 November, 2015

Specialists in consumer behaviour and psychology, EQesque, discuss how emotional intelligence contributes to business success.

Emotional Intelligence is the capacity to be aware of, control, and express one's emotions, and to handle interpersonal relationships judiciously and empathetically. Many, including EQesque, believe that emotional intelligence is the key to both personal and professional success.

Sales and marketing firm, EQesque believe that it can be extremely useful to evaluate emotional intelligence in marketing because marketing involves making valuable connections with consumers and potential prospects. In order to make these personal connections, marketers must be able to understand and withhold relationships with consumers. EQesque believe that this is where emotional intelligence can really help, by being able to understand target consumers' emotions and needs, marketers can create campaigns which reflect the solutions to these needs and evoke a response from consumers.

About EQesque: http://www.eqesque.com

EQesque uses the principles of Emotional Intelligence (EQ) to connect with their potential prospects. The firm understands that consumers value personal interactions and therefore connects with their consumers on a face-to-face basis to ensure long-lasting and personal reactions between brand and consumer. The firm work on behalf of their clients' brands to deliver personalised marketing campaigns that solve the needs of the consumer and guarantees a high ROI for their clients as well as increased customer acquisition, brand awareness and brand loyalty.

EQesque have highlighted how emotional intelligence can determine business success:

Understand yourself
By understanding what goes on in your own head you can figure out what is driving your emotions. To change your world and become a success you have to begin understanding why you are feeling the way you're feeling. You have to understand yourself, confirms EQesque.

Influence yourself
This is your ability to modify your own behaviour, as appropriate. If you know what motivates you, you will be able to set personal goals, map out a plan to achieve these goals and then implement the plan – successful people can influence their own behaviour positively.

Understand others
Understanding others is all about empathy – your ability to comprehend what others are feeling and why and to know how your words and actions will be received by those around you. EQesque believe that without empathy you risk alienating people. It is very difficult to succeed without understanding others.

Influence others
This is the ability to motivate people effectively, highlights EQesque. Your success and effectiveness will be directly related to your ability to get people to do what you want them to do. This is different to manipulation, points out EQesque, because manipulation is getting people to do things that benefit you but could be bat for them. Motivating others always creates a win-win. Successful people understand how to influence others in a way that benefits everyone.

Source: http://www.entrepreneur.com/article/248329

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