

The hidden multiplier in commercial influence: IQ × EQ.



Truly effective selling relies on a powerful combination of IQ and EQ.

Most sales teams spend most of their time preparing what they want to say – the rational arguments, the proof points, the commercial logic designed to persuade the customer to agree. And while this is essential, it represents only half the equation. How the story is told is just as critical.

Humans make decisions through a blend of rational and emotional triggers. The IQ elements speak to the rational mind: is this relevant? Does it help me deliver my goals? Does the logic stack up? But the emotional drivers shape behaviour just as strongly: do I trust this person?

Do they feel credible? Do I like working with them? Am I inspired by this plan?

Great sellers know how to activate both. They use storytelling to connect logic with emotion, and they read the behavioural preferences of their audience – knowing when to go deep into data and when to paint a compelling, big picture future. Some stakeholders need detail to feel confident. Others need energy and possibility to feel committed.

When IQ and EQ work together, selling becomes more persuasive, more human, and significantly more impactful. It's not just what you say, it's how you make people feel as you say.

The three things you can do this month to strengthen IQ + EQ in your selling:

01

Tailor your communication to the Buyer's style.

Before your next customer meeting, ask:

- » Do they prefer data or vision?
- » Detail or headlines?
- » Structure or storytelling?

Tailoring builds instant trust and reduces resistance.

02

Elevate your storytelling.

Use a simple narrative structure:

- » Context (their world).
- » Tension (the problem or opportunity).
- » Resolution (your solution + value).

Stories accelerate emotional engagement and make complex ideas memorable.

03

Practice presence, not presentation.

Focus on:

- » Pausing.
- » Listening fully.
- » Matching pace and tone.



QUICK WIN

Ask yourself before your next meeting: “What do I want my audience to think, feel and do as a result of this meeting?”

Consciously plan your approach to deliver against this. It will transform how your message lands.