

Body Language for Sales

Selling & Negotiations tips.

TIP OF THE MONTH

"We leak the truth from every pore." S Freud

*"The most important thing in communication is to hear **what isn't being said.**"*

Peter Drucker (1909-2005)
Austrian-American economist and author



Aha moments!
Sensed intuitively.

*"**Trust yourself.** You know more than you think you do."*

Benjamin Spock (1903-1998)
Physician and author

*"The greater part of instruction is being reminded of things you **already know.**"*

Plato, Greek Philosopher,
Mathematician, student of
Socrates (428 - 347 BC),

Nonverbal communication is the least understood and most important facet of communication. Recent studies of the brain show that we read a person's body language before they speak. Why? Because we send out a non-verbal message before we speak – our brains are just hardwired that way.

This discovery is in line with professor Albert Mehrabian's 1960 research, which suggests just **7%** of the interpreted message we send out are the **words/script**, **38% tone/tempo**, and **55% body gestures**. So, it's not so much what we say, but the way we say it (93% body & tone). Therefore attempt to never read a speech as it makes you sound scripted and phony.

Listen to Nick Morgan's advice "How to Become an Authentic Speaker", Harvard Business Review, p.116, November 2008

"We're learning that in human beings the second, nonverbal conversation actually comes first. You might say that the words are after-the-fact explanations of why we just gestured as we did."

I.e. The impulse (body language) to embrace someone begins before the thought that you will actually do it.

"We nod, shake our heads, roll our eyes, all of which express reaction more immediately – and more powerfully – than words can. Gestures precede conscious thought and thought precedes words. Although audiences are not consciously aware of this unnatural sequence, their innate ability to read body language leads them to feel that something's wrong – that the speaker is inauthentic."

So, if a speaker consciously throws in body language *after* the spoken word, the audience feels that something is wrong!

Tip: You have got to *believe* in your message and then nature will deliver the authentic sequence of gestures. You can't trick the audience; it's too difficult to plan your body language sequence.

However, there are some golden rules to use on the next page.



Top Tips when Meeting & Interacting with People

- Do a **single eyebrow flash** when meeting; this 'open' body language says "I like you". (Ladies pluck the eyebrows from the inside up to permanently have this 'look'.) A double flash is far too powerful so only use it when playing the dating game.
- Always use their **names** when shaking hands.
- **Shake** firmly with **vertical palms**. You may touch the elbow. Do not offer your palm face up or face down as this is read as being too subservient or too aggressive (power handshake).
- **70% eye contact** says I like you, but a 100% gaze is seen as a challenge or disagreement.
- Don't wear **tinted glasses** as this hides your expression and pupils.
- Never **fold arms & legs** as this is negative body language.
- Never touch your **face** as it's commonly read that you are lying, hiding or being defensive.
- You **may touch your chin** when thinking or listening. But never lean your chin on your hand as a head rest.
- **Cocking your head** slightly whilst listening to someone dramatically improves the conversation.
- Show your involvement. Every now and then do a **double or triple nod** to keep your Client talking.
- At the right time, **lean forward** in an evaluative way to show that you are engaged and interested.
- **Never imitate your Client's negative body language** (slouching, hand over mouth, no eye contact, yawning, power handshakes, finger pointing). But you may copy their positive gestures. This is important as many 'experts' in body language say you should copy all your Client's body language to create synchronicity – let common sense prevail and only send out positive tones.

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