



## BODY LANGUAGE: READING BODY LANGUAGE AS A SALES TOOL

Body language can make or break our efforts to establish long, trusting relationships. Our body language can help to reinforce and add credibility to what we say, or it can contradict our words. Understanding what signals you are sending, as well as being able to read the signals that your clients send, is an essential skill in sales and throughout our lives. What is your body language saying about you? Find out in this one day workshop!

### **After you complete this course, you will be able to:**

- ✓ Apply your knowledge of body language to improve communication
- ✓ Understand the impact of space in a conversation
- ✓ Understand the nuances of body language from a range of areas including your face, hands, arms, legs, and posture
- ✓ Use mirroring and matching techniques to build rapport
- ✓ Shake hands with confidence
- ✓ Dress for success

## COURSE OUTLINE

### **Body Language**

To begin, participants will explore what body language means and how it can make a difference in our relationships with others. Participants will also brainstorm body language that can be related to trust and likeability.

### **Give Me Some Space!**

This session will explore the concept of personal space and what distance is appropriate for professional discussions. Participants will also get a good understanding of appropriate space through an exercise.

### **What's Your Face Saying?**

Next, participants will learn about the different aspects of facial expressions, including smiles, head position, eye signals, and micro expressions.

### **What's Your Body Saying?**

In this session, participants will examine the meaning of gestures and learn how to use their hands to emphasize what they say. The position of hands, feet, legs, and arms will all be discussed.

### **Pre-Assignment Review**

Next, participants will discuss their pre-assignment, which asked them to study humans in their natural environment.



### **Mirroring and Leading**

This session will explore some principles from neuro-linguistic programming to help participants understand and evaluate body language. Topics will include rapport, matching, mirroring, leading, and pacing.

### **Monitoring Your Posture**

Good posture sends a likeability signal and a confident message. This session will help you get started on the road to good posture.

### **Dressing Up**

Next, participants will learn why dress is so important and how they can use their wardrobe to help send a positive, professional message.

### **Shaking Hands**

Developing a professional handshake is one of the most valuable business skills that a person can cultivate. This session will explore the factors of a good handshake, offer alternatives for when a handshake is not appropriate, and give participants a chance to practice a winning introduction.

### **How Are You Doing?**

To wrap up the course, participants will role play a sales scenario and use their body language to make a specific impression.

### **Workshop Wrap-Up**