

## Harnessing the

# Power of **Body Language** in Selling

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All of us are trained in the use of speech, to communicate what we mean in a way that other people will understand. By phone we communicate by speech alone but face-to-face part of the communication is in non-verbal form called body language.

Here are some common body language terms and their generally accepted meanings.

### Positive Body Language

**Relaxed Posture** (indicates no major barriers to communication)

**Arms Relaxed** (signs of openness)

**Good Eye Contact** (indicates interest in that person)

**Nodding Agreement** (signal of agreement, interest and understanding)

**Taking Notes** (shows interest and involvement)

**Smiling or Adding Humor** (signal of warmth and personal relationship)

**Leaning Closer** (interest is up and barriers are down)

**Gesturing Warmly** (palms up indicate openness to the other person)

*\*For all of these positive gestures, moderation is the rule. When they are exaggerated, they can become more negative than positive.*

### Negative Body Language

**Tense Body** (wrinkled brow, jerky body motion, hands clasped in front or palm down on table indicates concerns with the topic or the person)

**Arms Folded In Front** (this indicates a barrier and can express resistance to what is being said)

**Hands on Face** (hand over mouth is a closed gesture. Leaning on one elbow with chin in hand indicates boredom)

**Fidgeting** (moving around a lot, playing with things and drumming fingers are signs of boredom, nervousness or impatience)

**Arms Behind Head Leaning Back** (in an established relationship this is okay. In a new relationship it is often used to express a desire for control or power)

**Yawning** (signals boredom or confusion)

**Impatience** (demonstrated by trying to interrupt or opening one's mouth to speak)

**Distraction** (eyes flicking about, blank stares, flipping through literature, looking at your body or clothing)

**Leaning Away** (avoiding moving closer when something is handed to them is very negative)

**Negative Facial Expressions** (shaking head, eyes narrowed, scowling or frowning)



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