BEHAVIORAL SELLING SKILLS - BODY LANGUAGE

Salesperson Do's

DO:
- Relax position, lean back in chair
- Maintain friendly eye contact
- Nod your head in agreement
- Pause before answering a question or objection
- Sit closer to "I" and "S", sit across from "D" and "C"
- If standing: Move around, gesture, open arms
- Give more space to "D" and "C"
- Use forearm or back touch with "I" and "S"
- Raise or lower your voice for effect
- Frown thoughtfully

Salesperson Don'ts

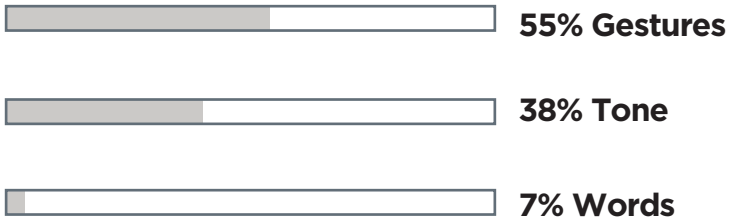
DON'T:
- Close your arms in front of you
- Perch on your chair
- Touch "D" or "C"
- Jingle coins or doodle with things
- Twist ear or stroke chin
- Tug nose
- Sit across from the "I" or "S"

Buyer's Eye Language: An emotionally-charged person blinks more.

Seating Positions & DISC

X - Salesperson **- Desk**

Impacting/Influential Communication



Buying Signals

- Bites lip/furrows brow
- Calls friend for advice
- Rubs chin
- Handles contract
- Scratches head
- Taps with pen
- Half closes eyes

Smiles

A real smile reaches the eyes.
A false smile reaches the lips only.

"I'm defensive."
- Arms crossed
- Face drawn
- Body rigid and tight
- Leaning back

"I disagree."
- Set jaw
- Shaking head from side to side
- Narrowed eyes

"I'm losing interest."
- Broken eye contact
- Slouching in chair
- Checking watch
- Changing posture
- Turning away body 45° to 90°
- Sighing

"You're too close."
- Body block
- Physical retreat
- Leg swinging or tapping
- Legs crossed away from you
- Broken eye contact

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