

## **Sales Statement Series #14**

### **What is good eye contact and what does it look like?**

Eye contact can be an indicator of self-confidence or a lack of it.

#### **So what is good eye contact?**

This may surprise you? Good eye contact in sales begins by looking at the center of a client's forehead then in a triangle formation down to the left or right eye followed by sweeping across the bridge of the client's nose to the other eye then back to the center of their forehead. *Your chin should be tilted slightly upward.*

In a personal relationship such as a close friend the triangle motion of how you look at the person is inverted with the point of the triangle at the tip of the person's nose and the base of the triangle across their eyes.

Women generally hold eye contact longer than men because they most often are better communicators.

Eye contact should happen slightly ahead of the handshake and remain until just prior to disengagement. *Reduce the amount of eye blink to project credibility.* Excessive blinking often can communicate nervousness.

For more information on this subject or if you want to discuss your situation please contact Kurt Newman on 61 412 252 236 or email [kurt@salesconsultants.com.au](mailto:kurt@salesconsultants.com.au).



*Kurt's expertise is in improving the sales effectiveness of his clients' businesses by generating more sales and in a more profitable manner. He has guided companies to increase sales from 10-56%. Clients range from small to multinational companies and has completed projects in Australia, the Middle East, Asia and Europe.*