

Sales Statement #15

What Gestures do you Send When Selling?

We send and receive non-verbal messages throughout the sales call which can produce a wide variety of responses such as trust, empathy, fear, insecurity and self-doubt.

Your body language accounts for 70-80% of interpersonal communication and has far greater effect than verbal language in both accuracy and validity.

It can take only a few seconds for a prospective client to decide whether they will do business with you. This short window of opportunity can hold significant long-term gains.

The following are examples of positive and negative gestures during a sales call:

Positive gestures

Positive gestures include:

- Suit coat unbuttoned open and taken off if the client isn't wearing one
- Good body posture when seated
- Slight forward lean
- Head tilted to one side will show interest
- Open-lipped smile
- Hands visible and open with palms facing upward
- Knees apart (male) or knees together (female) with both feet flat on the floor.

Negative gestures

Negative gestures include:

- Squinting or darting of eyes
- Rubbing eyes with thumb and finger of one hand
- Pinching the bridge of the nose
- Tight-lipped or frowning
- Clicking the tongue or running the tongue along the front of the teeth or teeth clamped
- Touching and looking at your watch and/or yawning
- Rubbing of the chin
- Cupping face in one or both hands
- Side of face held by one hand with two fingers pointing upward and or palms facing downward.

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.



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 increases sales from 10-56%. Clients range from small to multinational companies and has completed projects in Australia, the Middle East, Asia and Europe.