

## Sales Statement #26

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# 3 Must Have Behaviours in Sales

We send and receive non-verbal messages throughout a sales meeting which can produce a wide variety of responses. For example trust, empathy, fear, insecurity and self-doubt. Non-verbal or body language accounts for between 70-80% of interpersonal communication. Research shows that body language has greater effect than verbal language in **both accuracy and validity**.

Communication in a sales context has 4 influencing facts:

1. Your words.
2. Your actions.
3. Your client's words.
4. Your client's action.

Being able to recognize the non-verbal behaviours of a client and becoming conscious of your own words and actions will provide you with clues as to how to:

- Adjust the pace of your presentation
- Modify your non-verbal actions if mismatched
- When to close the sale.

A client conceals their true thoughts and feelings when their non-verbal and verbal messages are inconsistent. This could be interpreted as their being untruthful.

Body language is structured into **gestures and clusters**. A parallel would be words and sentences in verbal communication. Just as a single word may not make sense in itself, so is the case with a gesture in non-verbal communication. As a guide aim to identify at least three gestures before attempting to read a cluster.

### **Breathing Patterns**

Breathing patterns and emotions are interconnected. Feeling stressed for example will automatically increase the breathing rate whilst feeling relaxed will create shallow and natural breathing.

Breathing naturally in a sales situation will:

- Create feelings of ease
- Project self-confidence
- Increase self-awareness
- Lower vocal tone.

Breathing fast and shallow will:

- Increase heart rate and adrenaline
- Project nervousness and or insecurity
- Raise vocal volume
- Create a higher pitched tone
- Distract the client's attention.

To project creditability during a sales meeting **words, actions and breathing need to be in harmony**. Past unconscious habits can become a blocker to success so if unsure seek professional advice from a sales coach skilled in this field.



For more information or if you want to discuss a sales or sales management issue then 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 he has completed projects in Australia, the Middle East, Asia and Europe.*



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