

Gearing You For Growth

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Body Language: Reading Body Language As A Sales Tool

Course Overview

Body language can make or break our efforts to establish long, trusting relationships.

Our body language can help to reinforce and add credibility to what we say, or it can contradict our words. Understanding what signals, you are sending, as well as being able to read the signals that your clients send, is an essential skill in sales and throughout our lives.

What is your body language saying about you? Find out in this one-day workshop.

Target Audience

Sales team, new sales staff or anyone who wants to know how to read body language and use it as a tool to help them.

Prerequisite

There are no prerequisites for this course.

Duration

- 1 Day



Course Outline

Body Language

To begin, delegates will explore what body language means and how it can make a difference in our relationships with others. Delegates will also brainstorm body language that can be related to trust and likeability.

Give Me Some Space!

This session will explore the concept of personal space and what distance is appropriate for professional discussions. Delegates will also get a good understanding of appropriate space through an exercise.

What's Your Face Saying?

Next, delegates will learn about the different aspects of facial expressions, including smiles, head position, eye signals, and micro expressions.

What's Your Body Saying?

In this session, delegates will examine the meaning of gestures and learn how to use their hands to emphasize what they say. The position of hands, feet, legs, and arms will all be discussed.

Pre-Assignment Review

Next, delegates will discuss their pre-assignment, which asked them to study humans in their natural environment.

Mirroring and Leading

This session will explore some principles from neuro-linguistic programming to help delegates understand and evaluate body language. Topics will include rapport, matching, mirroring, leading, and pacing.

Monitoring Your Posture

Good posture sends a likeability signal and a confident message. This session will help you get started on the road to good posture.

Dressing Up

Next, delegates will learn why dress is so important and how they can use their wardrobe to help send a positive, professional message.

Shaking Hands

Developing a professional handshake is one of the most valuable business skills that a person can cultivate. This session will explore the factors of a good handshake, offer alternatives for when a handshake is not appropriate, and give delegates a chance to practice a winning introduction.

How Are You Doing?

To wrap up the course, delegates will role play a sales scenario and use their body language to make a specific impression.