

BEHAVIORAL SELLING SKILLS – BODY LANGUAGE

Salesperson Do's:		Salesperson Don'ts:	
DO: <ul style="list-style-type: none"> 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 shoulder with "I" and "S" Raise or lower your voice for effect Frown thoughtfully 		DON'T: <ul style="list-style-type: none"> 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		Impacting/Influential Communication	
<p>X – Salesperson □ - Desk</p> <p style="text-align: center;"> D I X S C </p> <p style="text-align: center;"> X X </p>		<p style="text-align: right;">55% Gestures 38% Tone 7% Words</p>	
Buying Signals		"I'm defensive."	"I disagree."
<ul style="list-style-type: none"> Bites lip, furrows brow Calls friend for advice Rubs chin Handles contract Scratches head Taps with pen Half closes eyes 		<ul style="list-style-type: none"> Arms crossed Face drawn Body rigid and tight Leaning back 	<ul style="list-style-type: none"> Set jaw Shaking head from side to side Narrowed eyes
Smiles		"I'm losing interest."	"You're too close."
<p>A real smile reaches the eyes. A false smile reaches the lips only.</p>		<ul style="list-style-type: none"> Broken eye contact Slouching in chair Checking watch Changing posture Turning away body 45° to 90° Sighing 	<ul style="list-style-type: none"> Body block Physical retreat Leg swinging or tapping Legs crossed away from you Broken eye contact