



Better Selling Interviews with Body Language

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In another article we talked about active listening techniques, one of which was “conversational listening.” Using body language is a form of conversational listening. Some of the ways to use your body language encourages people to talk are:

Look them in the eye. Literally in one eye, because you cannot looking into both of their eyes at the same time. Caution: Some cultures view such directness as an insult, so this is usually reserved for Western cultures.

Sit up straight.

Take notes, when appropriate. (Remember, you are not taking dictation, so every word is not important.)

Lean forward slightly, indicating interest.

Cock your head slightly as they talk.

Smile, when and if appropriate.

Nod your head, without speaking, as a way of saying, “I understand, please continue.”

One of my first sales managers, Russ, told me a way he used to draw more information out of a prospect without saying a word. When the prospect would tell him something and he wanted a further explanation, Russ would look directly at the person with an expectant look on his face and think to himself, “Go on...” When he did that, his head moved in an almost imperceptible, positive nod, and the prospect would invariably continue talking, helping to clarify the situation.

Keep in mind that you are using body language all the time, whether you think about it or not. Develop the habit of using it to the benefit of your client, and therefore to your own benefit.