



Confident Body Language

The way that you move your body and hold yourself has an enormous effect on the way that you feel and your confidence levels.

This will have an effect on the way that you come across to your prospects and current clients and will ultimately have an impact upon your sales.

Lets start with an exercise.

Imagine you are the prospect for a moment.

There standing in front of you are two salespeople – one with “negative body language” and one with “positive body language”.

I’d now like you to think about what you are observing with each of these people.

Positive Body Lang Negative Body Language

How are they standing?
Where are their eyes looking?
Where have they got their head?
How are they talking?
How are they moving?
Do you feel comfortable?

You know, how you feel at any moment in time is linked to what is going on in your head and how you are moving your body.

The way that you move sends subconscious messages to your mind and this either helps or hinder the way that the feel.

Emotion is created by motion. If you sit still for a long period of time your natural energy levels automatically lower.

And what happens when you get up, walk around and return to your seat?

Yes, you have more energy and you’re given a boost.

I can’t stress how important it is to move and act confidently and positively.

You will give off all the right vibes to everyone around you and it will make them think that you are confident even if you’re not feeling that way inside.

Yes, that’s right. Even if you’re not feeling confident, act as though you are.

So, how do you do this?

Well, walk fast and with a purpose. Don't saunter along, walk like you know exactly where you are going and when you get there you mean business!

Gesture with your hands as you talk, it will create motion and you know what that leads to – EMOTION!

The right gestures also have a major impact on building rapport as long as you're not shaking your fist!

All it takes is a smile!

Think for a moment about your sales role models.

One thing that he or she and confident people in general have in common is that they all probably smile a lot and are happier than their negative counterparts.

It may sound silly, but there is a lot of power associated with a smile.

What I would like you to do is to start smiling more often.

Now, that doesn't mean that you have to walk around with a silly grin on your face all of the time.

But smile as you walk down the street, when you talk to someone, even when you look in the mirror at yourself and especially with your prospect.

You will be surprised at how better you will feel for it, and it will project a positive image to all others - one that will attract opportunities and people.

Remember that confident people are happy people and negative people are not.

Happy people are also seen as more attractive than unhappy and sad people so that is an added bonus!

You know, the way that we communicate in our appearance, posture, gesture, gaze and expression can be such a powerful tool in the way that we feel and when communicating with others.

The manner in which you communicate and your interpersonal skills are also very important indeed.

Effective communication is vital if you are going to succeed in sales.

The way in which we communicate with people is can be broken down into component parts, and it is popularly believed that people to whom we are

speaking understand what we say by interpreting these different elements in varying proportions:

VERBAL

Did you know that 7% of our messages is interpreted from the words we use.

VOCAL

Did you also know that 38% is picked up from our voice - speed, tone , pitch, rhythm etc

And for my final Michael Caine impression...

Did you know that 55% is what the other person sees - our body language

Please bear this in mind when you are talking to and meeting your prospects.

Here are some quick fixes and recommendations that you should start to put into practice to feel and look confident:

Dress to win – Look at your appearance and ask yourself:

Do I feel confident?

Do I look confident?

What could I do with my appearance to give me the edge?

Handshakes – Never give a limp wrist handshake, make sure it is firm but not too hard

Smile a lot more than you have been doing.

Walk tall with your head and shoulders back. Walk at a brisk pace

When you talk to people look them straight in the eye

Keep on moving – Motion creates emotion!

If you are ever feeling down, just have a look at your body language and change it immediately. Even if it has to be false – YOU WILL start to feel better and more confident immediately.

First impressions count – so when you are going to meet people for the first time, think what first impression you want to give them. A smiling face? A good remark?

Take more notice of your prospect's body language.

You can normally tell what others are feeling by the way that they are moving and using their body too. You can use this to your advantage when you are more aware of it.

So in summary look more closely at the body language signals that you are giving to your clients and the impression that you are making and also look more closely at the signals that they give you.