

## Body Language 91

### Ready to Make a Deal?

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Body Language is relevant in all aspects of our life. The topic is particularly useful in the field of sales. Highly skilled sales professionals are trained to look for many different body language shifts that indicate the prospect has crossed the mental chasm from skeptical to sold.

This article highlights a few of the signs you can observe in this dynamic.

#### **Deep Breath**

If a person has been breathing shallow slow breaths and all of a sudden takes in a huge breath and lets it out slowly, that signals a change in mental attitude. It is likely that the person is expressing the lowering of overall tension.

The technique is known as a cleansing breath because the impact is to acknowledge the tension going out of the body.

#### **Feet to Floor**

If the buyer is sitting with crossed legs suddenly uncrosses his or her legs and puts both feet on the floor, it is usually a sign the person is ready to sign on the dotted line.

#### **Unbutton Jacket**

If a man in a business suit that has been buttoned suddenly unbuttons it and pushes it out to the sides, thus exposing the solar plexus, it is a very good sign. You are scoring points.

#### **Open Palms**

If a person who has been sitting at a table or desk with closed fists and knuckles on the surface, turns hands over with palms upward, that is also a very good sign.

#### **Dilated Pupils**

If you observe the pupils of the person are larger than normal, you have an indication of anticipation that is generally a good indication of a deal. Note, the other person has no way of observing his or her own pupils, so you have a significant advantage by checking for that clue.

### **Increased Blinking Rate**

This signal can go either way, so be careful. If the other person is irritated by the negotiation, the result may be an increase in blinking rate.

However, an increase in blinking rate could also signal anticipation of closing the deal. If you observe increased blinking rate, check for other signs to understand which direction is operational.

### **Inward Lean**

If a person who has been sitting back in the chair suddenly leans in, that is a signal that the person is ready to close the deal.

### **Increased Eye Contact**

If a person who has had difficulty maintaining good eye contact, all of a sudden increases eye contact to the level of 60% to 70%, you have likely made the sale.

### **The Opposite Signal**

If a person has his or her notebook open on the table in front of him, then suddenly closes his book and folds his hands on top of it, that gesture means no sale is likely today. The person has just shut down the negotiation for this session.

There are many other body language gestures that can help you identify when a person is ready to make a deal. Many of these have to do with facial expressions, such as skeptical versus a satisfied smile. Stay alert when negotiating for another person over anything from which food to order to buying a house. Knowing these signals will help you come out with a better result.

*This is a part in a series of articles on "Body Language" by Bob Whipple "The Trust Ambassador."*