

COS04: Silent Selling – Using Body Language in Sales

In sales the relationship between salesperson and buyer depends on the ability of both individuals to read the hidden messages behind the verbal interactions.

Observing, understanding and interpreting body language is essential for the successful salesperson as it enables him or her to read buyer reactions and avoid giving off negative signals – signals that might ruin a relationship or damage your credibility.

This course will enable the learner to direct the sales negotiation in response to subconscious messages communicated by the buyer.

It will also help the learner to adjust their own body language to ensure they communicate messages and attitudes calculated to create a positive and successful sales.

Course Content

- Why body language is important in sales
- Body language during initial contact
- Creating rapport
- Truth and lies –what body language tells you
- Reading the reaction to a sales pitch
- Reading the reaction to the close

Course Duration

- 30 minutes

Available in:

- Audio
- Non-audio

Delivered via:


- Internet

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