

Tuesday Afternoon Session

I See What You Are Thinking: The Power of Nonverbal Communication

Speaker: Linda Clemons

- Good session for smaller companies who may not have a HR department to learn about feeling, inappropriate touching
- Very real world subject
- Great energy, funny, very practical
- Homework given, resources provided
- Top notch, one of the all-time best sessions, enjoyed by all
- Table all agreed that they liked and enjoyed the presentation
- Felt we all should pay more attention
- Great takeaways to use in everyday life
- High energy, great speaker
- Non-verbal communication is crucial to understanding sales dynamics
- Your body tells more than you know
- Sales and buy signals need to be aligned
- Three at our table thought it was great, two at our table found it interesting but will have trouble applying the lessons learned, one did not find it to be of value
- Non-verbal body language is important in business
- Some actions (touching) are inappropriate – no touching
- We now know what a super sternum notch is
- Linda is high-energy and good for after lunch
- This was a very real world presentation with practical applications
- Linda's on stage demonstrations were excellent and she was very funny
- There is a lot more to body language than folding arms
- Cues we give are key
- Body language says it all
- It's not what you say or how you say it...is what they hear
- Audience participation was great, outstanding, off the chart's presentation
- Highlighted the importance of nonverbal feedback
- Very entertaining, informative and thought-provoking
- Communication theory – 55% of communication is non-verbal
- Pay attention more; body language and success in sales
- Helpful in assessing customers and co-workers
- It takes 4 – 6 second to make a good impression; the next 10 – 15 seconds they are trying to confirm or deny the good first impression
- Know the person's baseline; words are 7% of our communication
- Tonality is 28% of our communication; 55% of our communication is non-verbal; means 83% of our communication is tone and non-verbal
- Clusters, congruency, context and culture
- The feet do not lie
- Lots of takeaways and things to think about, not only with customers but our internal staff and families
- Verbal and non-verbal are very important
- Great presentation; lots of energy and practical tips about non-verbal communication
- Fun, interesting, lots of good body reads explained

- Outstanding – the sales pro should be practicing or studying how to read customers and prospects
- Four “C”s of communication: Clusters, Congruency, Culture, Context
- Tips in selling: empathy and timing
- Understanding the baseline of the person you are communicating with is key
- Read non-verbal cues in clusters to more accurately assess the person’s state
- Be aware of your physical space, eye contact and body language with customers
- Puppy Dog Close – once they possess it, they own it
- You have to know a person’s baseline without any stress involved
- Our words are 7% of our communication, 38% is our tone, and 55% is our non-verbal
- Don’t touch a woman’s shoulder
- Standing up straight, feet together and hands locked – you can get pushed around; need to say no
- Your posture tells a lot about who the person is and what they are going through
- Whatever you think about, you will bring about
- Non-verbal blueprint
- Sales strategies
- Read non-verbal communication; it is not what you say but it’s what they hear
- Baseline without any stress – get to know if
- Clusters – read non-verbal communication
- Congruency – watch for symmetry vs. shoulder shrugs, eye contact 75 – 80% of the time in US
- Congruency – make sure all communication types are in alignment; if they are not something is off, words do not matter what is being said
- Lead with empathy – put yourself in their position
- Book recommendations: “The Power of Habit” by Charles Duhigg and “The Power of Intent” by Wayne Dyer
- Always determine a person’s baseline
- Sell and lead with empathy is important
- Would like to have seen more dos and don’ts
- Puppy Dog Close – Zig Ziegler: when someone possesses something in their hand they will purchase the good or service
- 4C’s” Clusters – reading these non-verbal communications in clusters; Congruency – if your words, your tone and your non-verbal communication are misaligned the non-verbal cues rule; Culture – in US culture matter for eye contact and expected, but not in Asia
- Three tips on selling: pre-frontal cortex and ancilla are super ego and ten parts of the brain
- If our presentation is out of line with the context, then the deal is lost
- What steps in the process are you ignoring
- Open Eye Lean Beam – the best way to greet
- Homework: take your favorite movie and watch it with the sound off