



# SMACNA Annual Convention

Phoenix, AZ, Oct 08-12, 2006

## What's a Body to Say?

Body Language is an arcane subject that intrigues everyone. We are all experts in its interpretation to various extents. Still, we generally focus only on the messages we are being sent while disregarding the messages we send to others. The mastery of Body Language interpretation and control of our own leads to greater success in business negotiation and interpersonal relationships.



Robert Menard will deliver his edu-taining "What's a Body to Say?" program twice at the SMACNA convention, on Monday morning October 09 from 9:45 to 11:45am and again that afternoon from 2:15 to 4:15pm.

This presentation will be highly visual and interactive. Although the primary goal is entertainment, there is a strong educational component. Come prepared to enjoy the session and don't worry about taking notes. Focus on the visual as you will identify with and retain far more than from notes.

Call Bob at 214.663.8141, email him at [RobertMenard@RobertMenard.com](mailto:RobertMenard@RobertMenard.com) or just come up and talk to him after the sessions.

## The Voice of the Customer



Robert Menard, CPP

Author of

You're the Buyer -  
You Negotiate It!

Robert Menard is a speaker author, and construction expert. He has delivered over 1,600 seminars, workshops, and keynotes. An engineer by education and construction contractor by experience, Menard works with owners, contractors, subs, trade and professional organizations.

- Portland Cement Association
- Dormitory Authority of the State of NY
- City of San Antonio
- Sheet Metal Air Conditioning Contractors National Association
- Sealants, Waterproofing & Restoration Institute
- Canadian Precast/Prestressed Concrete Institute
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## Educational Takeaways

**Only smart people can read this**

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Communication is an extremely complex study. Just take reading for example. The slide at the right gives you an example. But at least it has words. Body Language is far more complex.

**Communication Elements (Figurative)**

**Body Language**

- > Clusters
- > Congruity
- > Consistency
- > Culture

**Open Mind**



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In jewelry, the **4 C's** are Carat, Cut, Clarity, and Color. In Body Language, the 4 C's have different meaning.

Clusters refers to gestures coming in groups to have meaning. Congruity relates to the situation, Consistency is between verbal and body languages, and Culture refers to nationality and gender.

**Body Language Clusters**

- ❖ Openness
- ❖ Defensiveness
- ❖ Boredom/Impatience
- ❖ Evaluation
- ❖ Suspicion/Secretiveness
- ❖ Confidence/Control
- ❖ Anticipation



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We will examine seven of the most popular clusters. In order to be interpreted as having meaning, several gestures of a cluster must be exhibited before one can correctly infer a message



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Bob is the author of dozens of magazine articles in major industry magazines including many in construction. His services include:



Speaking  
Training

Keynotes, Workshops, Seminars  
Purchasing, Sales, & Negotiation

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Bob Menard's *You're the Buyer - You Negotiate It!* is an incisive, humorous, and universally applicable negotiation gem. Most negotiation books only consider the sales side of the equation. Selling is only one part of business - and not the more profitable part! Other works have painted negotiation in esoteric, academic or legal colors. Menard's refreshing approach serves up a feast to an eager market hungry to capitalize on the buyer's profit center potential - even if that profit center is a household budget. After all, everyone is a buyer.

This book weaves a seamless fabric of negotiation principles over a framework of proven procurement concepts. Ample real life examples illustrate, punctuate, and reinforce the

**"Bob Menard has done for negotiation what Zig Ziglar has done for sales!"**  
—Rex Fithian,

America's Best Purchasing & Negotiation Speaker, Trainer & Consultant

**—You're the Buyer—  
You Negotiate It!**

An enlightening, engaging and refreshing view of negotiation—sales is only half the story!

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