

What's a Body to Say?

Body Language intrigues us. We usually focus on the signals of others, disregarding the messages we transmit to them. (Hmmm)

Do these questions ever cross your mind?

- How do you know if he is lying to me?
- What are her gestures saying?
- Am I tipping my hand with my body?
- Is more than half the meaning is really transmitted non-verbally?
- How can I "neutralize" gestures?
- How can I learn more about Body Language in negotiations?



Robert Menard, CPP

Author of

You're the Buyer -
You Negotiate It!

Educational Takeaways

Communication is a complex study. Reading and writing at least have printed words. The **4 C's** are the essentials of **Body Language**. They are **Clusters, Congruity, Consistency,** and **Culture**.

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

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. You'll be amazed!

The session will include generous audience participation and culminate in a live demonstration of **Body Language** skills

LEHIGH

Body Language Clusters

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



Brigitte

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