

Body Language, Nonverbal Behavior and Lie Detection in Sales

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The Rise of Nonverbal Science

Nixon

vs.

Kennedy



Beyond Words

7% Verbal Content

53% Face and Body

38% Voice Tone

= 93% Nonverbal



Nature or Nurture?



Researchers at the University of British Columbia discovered that nonverbal behavior once assumed to be acquired through environment is in fact innate.

Today:

- How to Tell When Someone Is Lying to You
- Relationship Building and Reading Prospects
- Nonverbal and Body Language Techniques Business
- 5 Biggest Sales Mistakes

Part I: Decoding Hidden Emotions

- Reading Prospective Clients
- Understanding Customers
- Connecting with Colleagues
- (Friends, spouses, family...)

Microexpressions



Anger



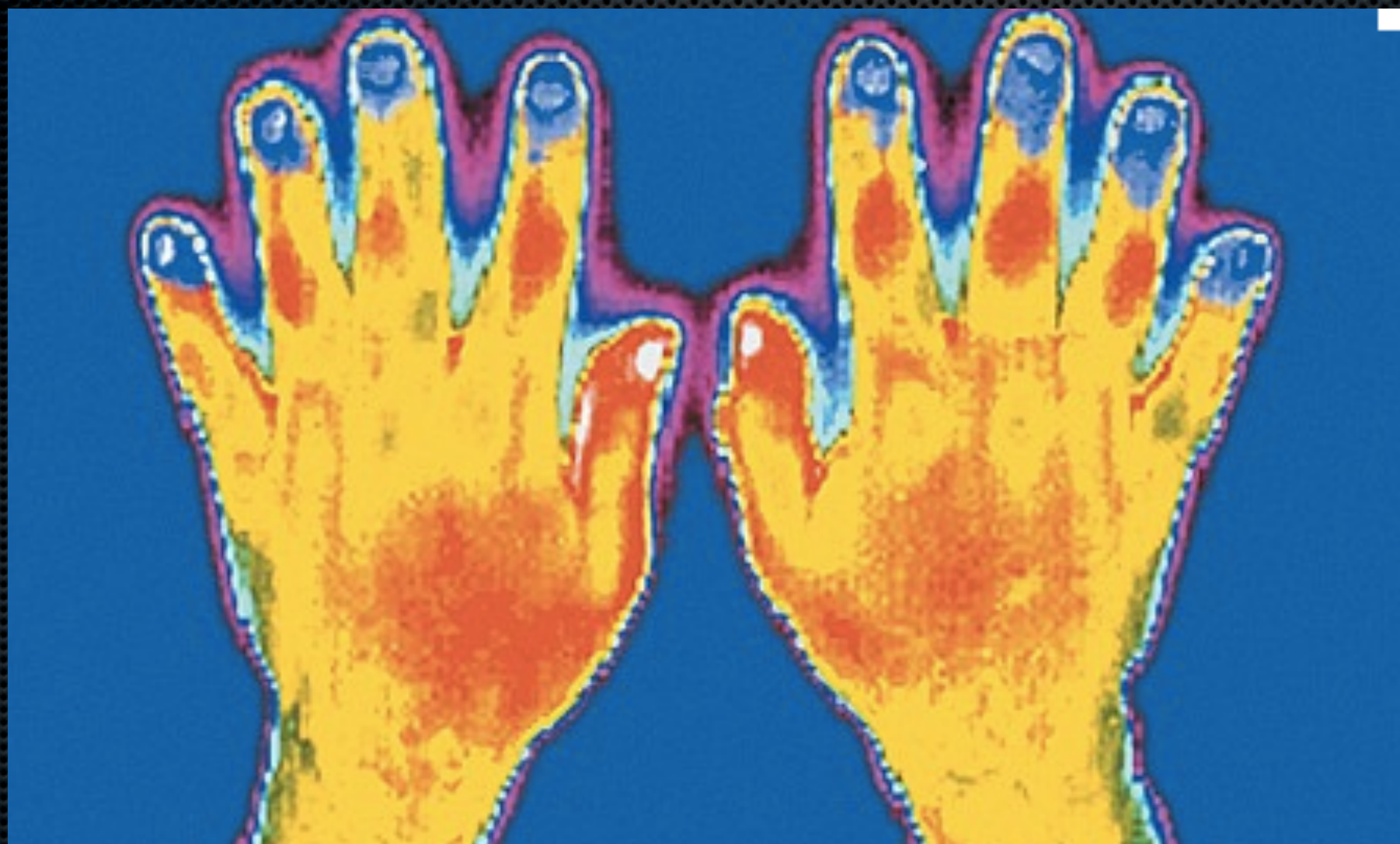
- Brows Lowered and drawn together, vertical lines on the forehead
- Lips tense (or yelling position)
- Chin juts forward
- Eyes Narrow (Suspicion)
- Forehead “Jab”



Fear



- Brows raised and drawn together, usually flat
- Eyes has upper white showing
- Mouth open and lips stretched or drawn back



Happiness



- Crows feet at the eyes
- Cheeks raised
- Lips drawn up and back (showing teeth or not)



Contempt



- One side of the mouth raises
- Eyes can be narrowed at target
- Turns body away

Surprise



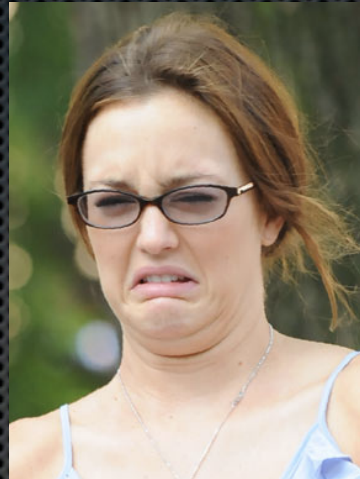
- Brows raised and curved, horizontal forehead wrinkles
- White of the eye above and below, eyelids open
- Jaw drops and teeth can be parted (as if to yell)

Sadness



- ✦ Inner corners of eyebrows drawn up (hard to fake)
- ✦ Eyes droopy
- ✦ Mouth pulled down, chin back

Disgust



- Nose crinkled
- Lips pulled up

Examples

- Customers

- Anger at price or surprise on project schedule

- Interviews

- Fear, “Talk to me a little about salary”

- Colleagues

- I’m passing this client onto you...everything is in the file.

- How do you feel about working on the ____ project?

Part II: Lie Detection

- Prospective Clients
- Customers
- Colleagues
- (Friends, spouses, family...)

Baselines for Honesty



- What do they do normally?
- Red Flags

How Our Brain Views Body Parts



Body Parts to Watch

- Changes in body posture
- Hands
- Feet

*Nodding



Which of the Following Body Language Cues Is A Lying Red Flag?

- A. Shifty Eyes
- B. Crossed Arms
- C. One Sided Shoulder Shrug
- D. Looking Up to the Right

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Which of the Following Body Language Cues Is A Lying Red Flag?

- A. Shifty Eyes - MYTH!
- B. Crossed Arms - Defensive
- C. One Sided Shoulder Shrug - Unequal Leak
- D. Looking Up to the Right - MYTH!

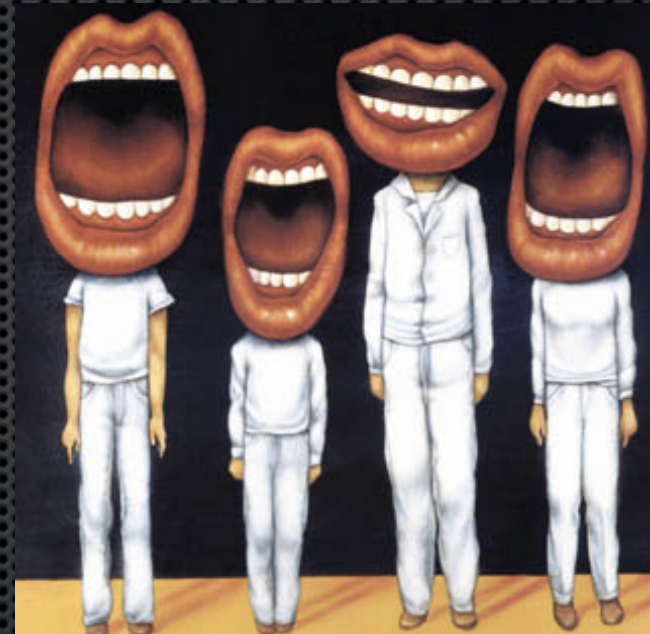
Statistical Clues to Deceit

1. Nod yes when we mean no, or nod no when we mean yes
2. One sided shoulder shrug
3. Leaning away from the lie
4. Touching our nose
5. Touch our mouth

Voice Tone

- Question Inflection

- Change in Baseline



Verbal Giveaways

- *Generalizations instead of answers

- *Changing the topic quickly

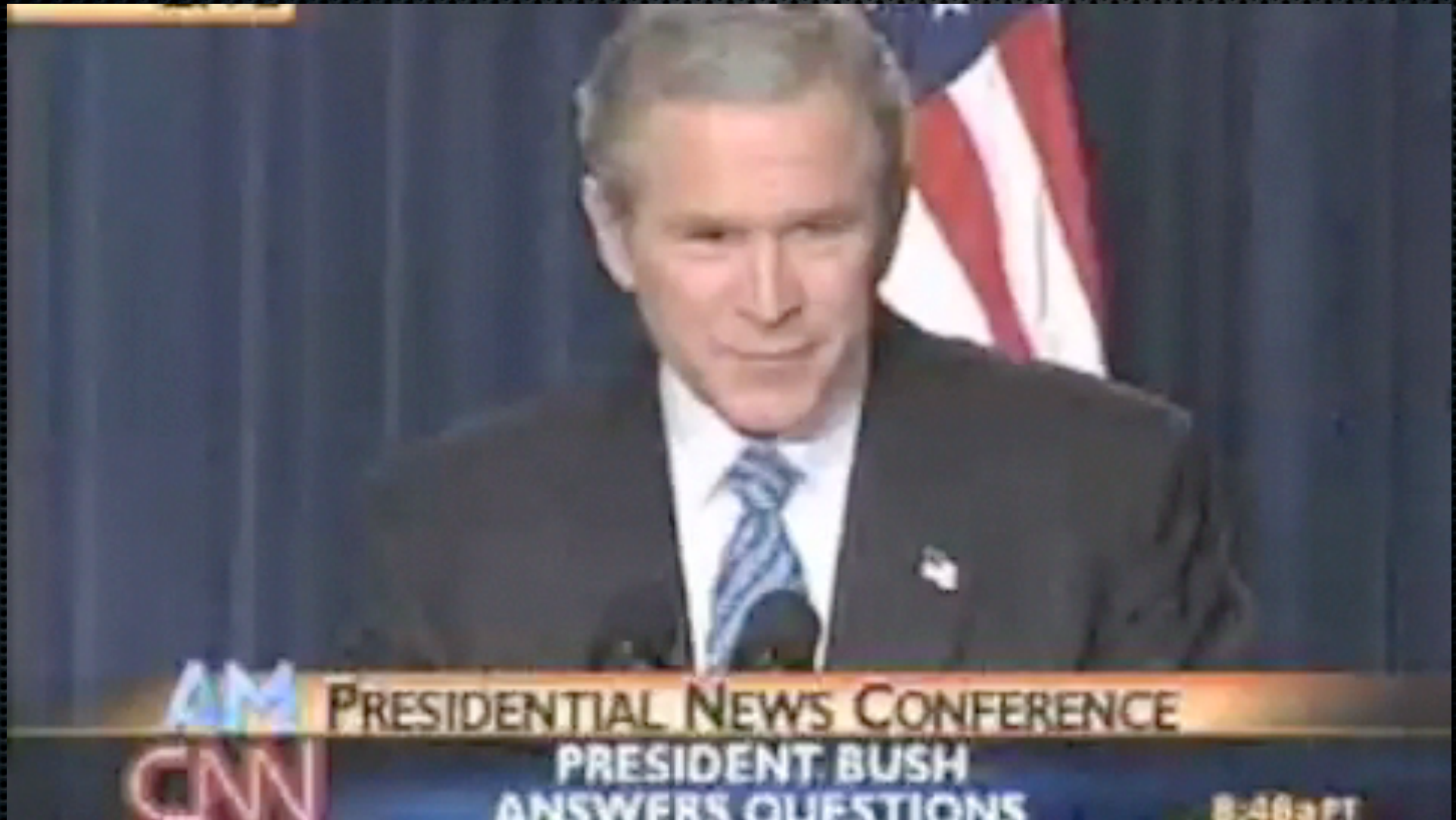
- *Quick Liars: Add 'not,' 'no,' 'but' before the truth

 - “I did (not) have sexual relations with that woman”

Clusters



Example of a Cluster:



Part III: Reading Others

- Prospective Clients
- Customers
- Colleagues
- (Friends, spouses, family...)

Which of the Following Body Language Cues Means Your Customer Is Nervous?

- A. Rubbing Their Hands Together
- B. Wringing Hands
- C. Shaking Their Fist
- D. Opening Their Palms

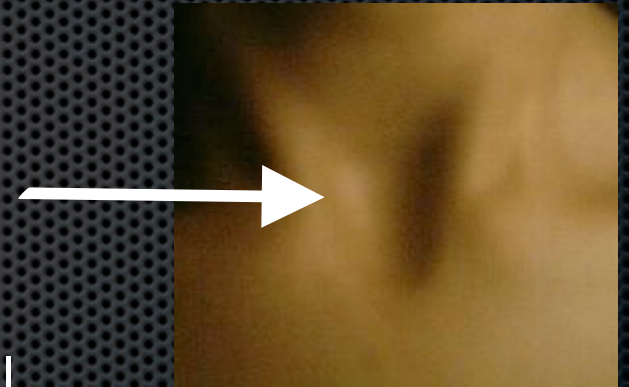
Which of the Following Body Language Cues Means Your Customer Is Nervous?

- A. Rubbing Their Hands Together - Excitement
- B. Wringing Hands - Nerves
- C. Shaking Their Fist - Unshakable Determination
- D. Opening Their Palms - Openmindedness

*Don't move on until you can address the discomfort

Pause and Back-Up When You See These Nervous/Defensive Moves:

- Wringing Hands
- (Suddenly) Crossed Arms
- Touching the Mouth/Neck/Suprasternal Notch
- Shame
- Pursing Lips



Pause and Clarify When You See These “Power” Moves:

- Shaking Fist
- Forehead “Jab”
- Battle Stance
- Cowboy Cross



Which of Picture Shows Someone Who Wants to Leave?

A)



B)



C)



D) Feet Pointing Towards You

Which of Picture Shows Someone Who Wants to Leave?

A)



B)



C)



D) Feet Pointing Towards You



It's Going Great When:

- Rubbing the Chin
- Licking Lips
- Rubbing hands together
- Open Palms
- Runners Stance



Part IV: Your NonVerbal Cues

- When selling or pitching
- When interacting with customers
- When interacting with colleagues
- When negotiating

Rapport Building

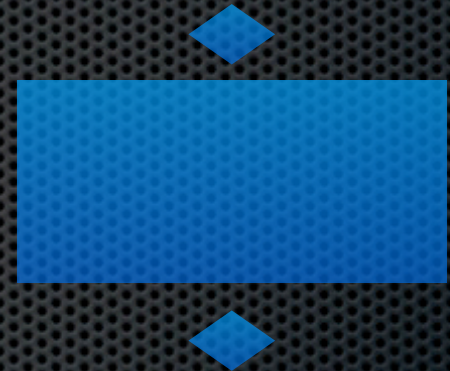
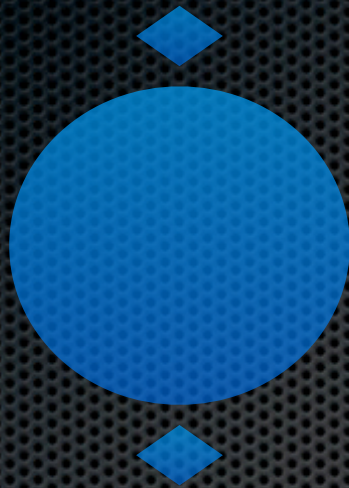
- Mirroring Body Language
- Matching Cadence
- Steepling
- Thumbs Up
- Palms Open





5 Biggest Mistakes In Sales

#1: Positioning



Across the Table Seating

- Less recall of what was said
- Reject more proposals
- Shorter sentences

Solution:



#2: Dropping on the Ask

#3: Which Mode of Communication?

In which mode of communication do people lie the most?

- 37% of phone calls
- 27% face to face
- 21% IM chats
- 14% emails

*Follow up all calls and meetings with an email confirming

#4: Smiling

- People who smile more are seen as less competent and less powerful.
- Smiling to cover nerves only raises red flags

#5: Suspicious Body Language

- Pointing
- Hidden Hands/ Hands in pockets
- Lying
- Arms crossed



Terribly Suspicious...



Take-Aways

- Body Language Is A Two-Way Street
- Always Look for Clusters
- A Red Flag Just Tells You to Dig Deeper
- Practice Your Micro-Expressions

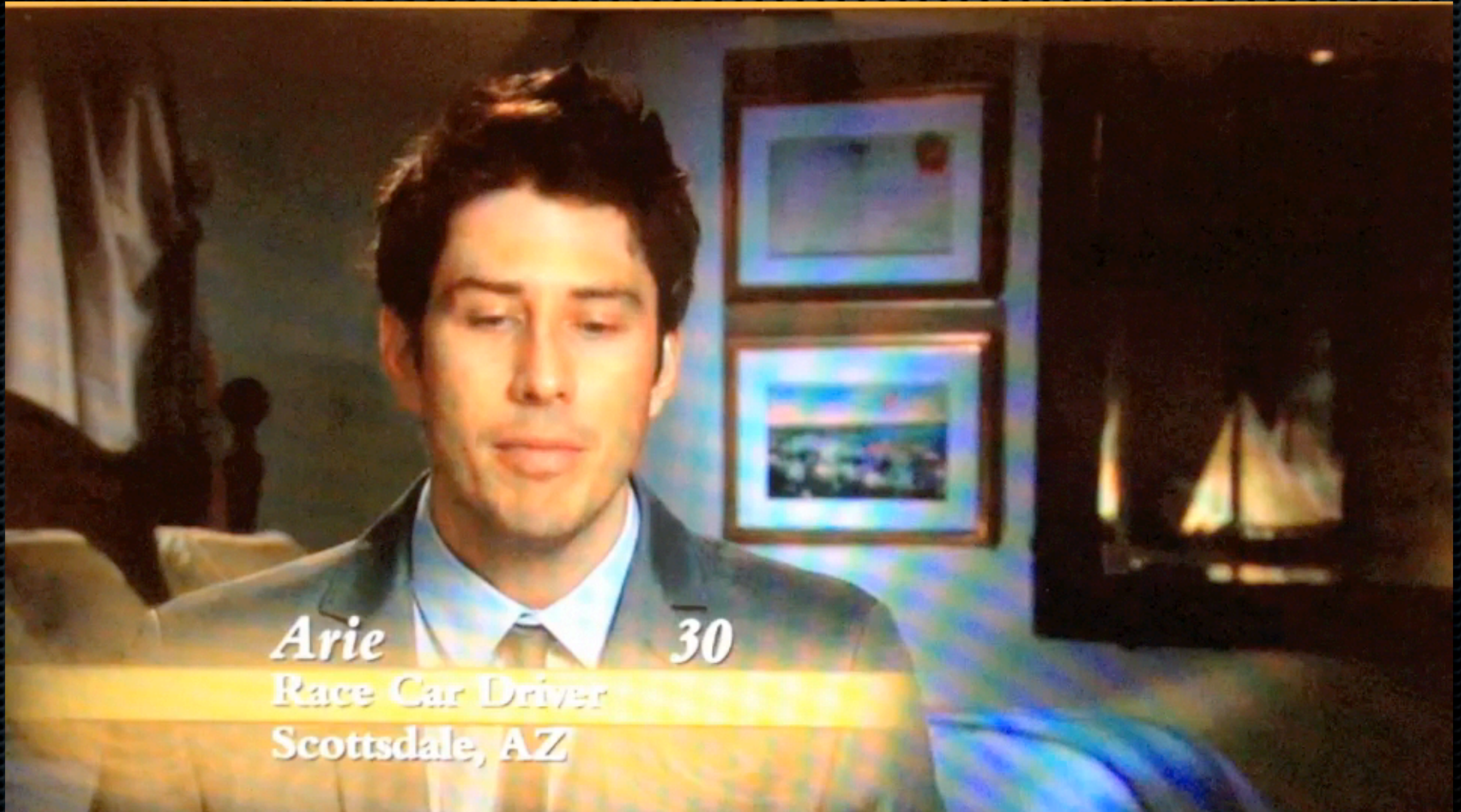
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Cluster: Hidden Emotions



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