



## Secrets of body language in the sales and communication process

### Introduction

If you want to be trusted in your social environment, your speech must be honest. If not, the look of your eyes, the tone of your voice, the movement of your lips and chin, the movement of your hands and shoulders, and your [body language](#) will reveal you!

What body language shows is that it has a significant impact on [sales](#) first, which affects the [marketing](#) and [promotion](#) process secondly for the company as a whole, so if you are a company owner or entrepreneur, you must be fully aware of all the information related to body language. Recognizing body language is not a simple matter; This is because body language is a language that contains many in-depth and very accurate secrets, and despite its difficulty, it is not an impossible process, especially since a beginner can easily discover who is in front of him by learning some simple signs and gestures.

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### Marketing, body language, and what the customer is

Many confuse physiognomy with body language and do not know the

essential difference between the two and the impact of awareness of both on professional marketing

The smart marketer is the one who understands the customer well in short moments and thus determines whether the customer will switch to the purchase and spend time and effort with him without bothering, or shortening and ending the meeting and looking for another serious customer

A person's features and movements reflect a lot of his inner personality, and whoever can translate these features and movements is an intelligent person and saves himself a lot of psychological effort and time in his relationships

The study of physiognomy and body language is one of the most important marketing skills that must be taken care of and given a large space for those who want to excel in the wide world of marketing

In the past, the stages of marketing started from

product pricing stage

product development stage

Researching market needs and requirements

distribution

Advertising

But with the development of research, the marketing pyramid was turned upside down, and marketing began

Researching the client's needs and requirements, studying his personality, and knowing how to influence him

The stage of product development to suit the customer's needs.

The stage of product pricing and attention to its quality.

Distribution and advertising.

Because of the inversion of the marketing pyramid, interest appeared in all the natural sciences interested in the study of man, his psyche and his needs

One of the highest of these sciences is "physiognomy and body language," where the marketer meets the customer and takes a few minutes of his time

Either the marketer gains the customer's loyalty and understands the best way to deal with him, or he loses it forever

All that a professional marketer has to do is observe the customer's

features and movements to know the extent of his interest in what he says. To clarify, it is necessary to know the difference between physiognomy and body language

The concept of the customer is centered on being him

A person or company that receives, consumes, or buys a product or service and can choose between different goods and suppliers, as the main objective of all institutions or commercial establishments is to attract customers or consumers, and make them buy what they have for sale

### [The importance of body language in the sales and communication process](#)

Body language is of great importance in interpersonal communication, especially that 55% of it depends on it as we explained earlier, so the power of this language and its wide role in influencing human understanding and its development can be understood as follows

Body language is based on improving the process of communication between humans, especially if it is used based on knowledge to deliver communication messages in a correct manner that is not tainted by any misunderstanding

Avoiding the body language of its owners from engaging in useless conflicts, especially those resulting from misunderstandings, [You may be interested to see the top 9 different things between marketing and sales](#)

Body language helps its owner to express his feelings and feelings, even if his linguistic knowledge does not help him in that

Body languages reveal what the latter is trying to hide or pretend to show, so that it is difficult to deceive those who can read them well

Professional body language helps make a positive first impression, especially in job interviews

Body language helps detect deceitful liars, and this is because it is a language that is difficult to fake or deceive

Body language is characterized by being a universal language that does not need an interpreter, and through it an effective human communication bridge can be built no matter how different cultures and complex languages are

Body language is a very effective language, especially in communicating with animals, where their needs can be easily understood and satisfied, and reassuring or warning messages can be conveyed to them as well

On the other hand, we should mention the importance of body language in dealing with customers

Body language is a very important characteristic of dealing with customers,

some may think that this advice is only for personal customer service, but these practices can affect calls and chats as well, body language is a major factor that shows whether you are listening to a customer or not, if he indicates Service representatives feel that they are not interested or are not paying attention, it is possible that they are not listening to the customer This applies to phones and conversations as well, even if you are not directly facing the customer, your body language still influences interaction, for example if you sit straight at your desk and maintain a smile it is normal to be more energetic and optimistic during the call



## How to read body language

### head curvature

Bowing the head usually indicates great comfort, that is, if the person with you bends his head a little while talking in front of you, this is an indirect message telling you that he feels very safe with you, and this bowing is sometimes used as a kind of appreciation and respect for the great, especially with the elderly in some cultures ,[You may be interested to see the pricing policy and its types](#)

### Walking

The way of walking is one of the expressions of body language, it may indicate that a person is confident in himself or vice versa. An anxious and insecure person

### eye language

The language of the eyes is one of the biggest keys that give you a complete definition of the personality we are dealing with; It truly and correctly indicates what is going on inside a person. If the eye widens, it indicates happiness and joy, and if it narrows, the opposite is true here. As for if a person rubs his eyes, then this indicates astonishment about something, but if the person avoids looking at the one he is talking to, this indicates that he lacks confidence in himself, or there is something he is hiding

In addition to the above, the language of the eyes usually reveals much more;

If a person looks up, this means that he imagines the conversation or that he remembers a situation, but if he looks down and then raises his eyes to the addressee, this indicates the person's shame of himself, but if the eyes shine and the pupils of the eye widen, this indicates that the person is in love

tone of voice

You can know what a person is hiding through the tone of his voice. If he speaks in a high tone of voice with a smile, this indicates that the person is happy to talk and feels amusement and fun, although some body language scientists disagree on this point and see that some may speak in a high tone of voice trying to hide something. If the speaker speaks in a very low tone of voice, this indicates a lack of self-confidence and a weak personality

Body language scholars also believe that a person looking at the addressee in a direct manner with a high tone of his voice indicates either hatred and jealousy from the other person or defiance and confidence. A state of emotional excitement, whether it is joy, sadness, or even anxiety or anger

hand movement

The movement of the hands plays a large role in the importance of body language; This is because most people use the movement of the hands to express what is going on in their minds. If a person puts his hand on his neck, this means that the hadith was approved by him, and if a person clasped hands while sitting, this indicates either respect and appreciation if followed by relaxation in the movement of the body, or it indicates anticipation. and apprehension

If the movement of the body is relaxed and serious. But if he puts his hand in his pocket, this indicates indifference, and if his gaze is fixed somewhere and he puts his hands on the cheeks, this indicates that he is in a state of deep thought or a stage of evaluation of his information. Holding hands and holding them together, or holding one of the fingers lightly, also indicates shyness

footwork

The feet are also one of the linguistic tools used in body language, through which many indirect signals and messages can be translated; Through the movements that the person makes, especially moving his feet while sitting, it can be understood that the person is about to lose his patience or is already starting to feel bored. If the movement of his feet is proven while sitting, this indicates confidence and independence of personality



## Body language and its effective role in marketing

Recognizing body language is not a simple matter; This is because body language is a language that contains many in-depth and very accurate secrets, and despite its difficulty, it is not an impossible process, especially since a beginner can easily discover who is in front of him by learning some simple signs and gestures ,[You may be interested to see the importance of the logo and visual identity](#)

The benefit of body language in marketing stems from its impact on the communication process that occurs between you and the customer, as it helps in

Recognize whether the customer understood the conversation or not

Knowing when to end and start a conversation, and the effect on the listener

Knowing the extent to which the customer agrees to the conversation

Knowing the client's abilities to respect and understand the other person

Knowing the customer's reaction of rejection or acceptance

Knowing how to communicate information to the customer

Find out if the dialogue needs more information to improve, or if the information provided was sufficient

Helping develop affirmative discussions based on and analyzing reactions elicited from body language



[Body language mistakes when selling you should avoid](#)

These mistakes should be completely avoided, especially if the customer feels angry or there is something tense with the facility

Wrong facial expression: Always be wary of your facial expressions when communicating with a customer, especially if he is bothered by something about the product or service for which he paid his money

Avoid the provocative tone of voice: you should know that people respond to the way you speak more than the words themselves, if the tone of your voice expresses distress, nervousness, coldness, all of this provokes the customer and turns the situation into a quarrel instead of the understanding that the customer came for

Holding the arms in a defensive way to end the conversation: not welcoming listening, exaggerating in defense, closed mentality, expressed by the crossed arm sign on the chest. If you are dealing with an angry customer, put your hands at your side and open to show that you are listening with interest and an open mind for dialogue

Posture of the body: The posture of the body gives a signal that is understood by the person sitting or standing in front of you. Straighten your seat or posture to give the impression that you are interested and listening intently. Do not get too close in your sitting or standing to the customer, which gives the impression that you are attacking him or challenging him, which provokes his nerves and angers you

Hand-to-hand contact: Avoid this completely, because repeatedly touching an agitated person provokes more distress and anger, and may even push him into a violent outburst. This movement is sometimes a habit in many people during normal conversation. These people should get rid of it because it upsets even a normal, quiet person

Cursing and swearing a lot without reason: Some people are used to swearing or cursing for the slightest reason. Dealing calmly and controlling your nerves with such a person is a sign of strength and not weakness as some think. Hold yourself together when you encounter someone like this and let the calm appear on your facial expressions

Eating, chewing, or biting food: When you are in contact with a customer face-to-face or on the phone, do not chew gum, or bite and chew food. These sounds emanating from your mouth provoke distress and disgust for those who hear them, let alone a person who is already angry. These sounds are provocative and disgusting, so avoid them completely in any situation.

Lagging and sluggishness: An angry customer is already impatient, and expects to quickly deal with his problem in a positive way, not cold and slow

The final word here: the cues and gestures of your body will show your position



in the eyes of the client. Note that the same thing is required of you if you are the customer

And always remember that you are the professional who helps the clients of his facility and solves their problems. If you do not have this ability, ask to be transferred to another job. If you are the owner of the project, use an employee with this ability to do so

## Conclusion

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