

## **Body Language - Reading Customers Non-Verbal Buying Signals**

By Lynda Goldman

Would you like to know what your customers are really thinking? Read their non-verbal signals. You can gauge their interest by what they display through their body language.

We can describe language as Open or Closed. Open body language encourages interaction. Closed body language sends the signal to stay away. The important thing in reading body language is to look for a cluster of movements, as a single movement can easily be misinterpreted.

The act of opening or closing is the most significant part of body language. It is a signal of a change in thinking or feeling, often in response to the other person.

### **Open body language**

- Open body language welcomes interaction. It involves facing others squarely, chest to chest and eye to eye.
- People show openness with a cluster of body movements. They may take actions such as to loosen clothing, or remove a jacket or unbutton a collar. Look for the transition and the triggers that may have caused this change.
- In open body language the face becomes more animated and friendly. Eye contact is relaxed and prolonged. The arms are relaxed, and they may be animated and moving.

### **Closed body language**

- People display closed body language when they feel threatened or uncomfortable. They withdraw or hide their bodies by using various stances and physical shields for protection.
- People who are angry, nervous or defensive often draw inward by crossing their arms, legs or ankles, or lowering their heads. They lower their chin, covering their neck. Their arms may be held across their chest or face.
- They may avoid making eye contact, or make overly aggressive eye contact, such as staring someone down.

You are invited to use these tips to read your customer's buying signals through observing their body language.

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