MIND COOKERY TRAINING

Body Language in Sales

Reading and using non-verbal signals in face-to-face selling

Body Language in Sales is a training on reading and using non-verbal communication in face-to-face sales encounters. Starting from Albert Mehrabian's 7–38–55 model of words, tone and body language, it shows how to read gestures in clusters and in context, respect space and territory across cultures, and project confidence and openness. The goal is practical: spot doubt and hidden objections early, and change course before the prospect ever says "no".

WHAT PARTICIPANTS TAKE AWAY

- **Read clusters, not single gestures:** interpret signals together and in the context in which they occur.
- **Space and territory:** the five personal zones, spacing rituals and cultural norms around seating, proximity and physical contact.
- **Decode key signals:** what palm, hand-to-face, arm, leg and eye signals may reveal about doubt, disagreement, boredom or interest.
- **Handshakes that work:** the five types, when to offer your hand, and how to neutralise a dominant handshake.
- **Apply it in the meeting:** posture, eye contact, open palms, distance, and mirroring the prospect to build trust and rapport.

PROGRAMME

01	**Non-verbal Communication** Mehrabian's model and gut feeling	07	**Hand-to-Face Gestures** Doubt, evaluation, decision
02	**Inborn Signs** Human–animal parallels	08	**Arm & Leg Barriers** Meanings and how to break them
03	**Evaluation Through Clusters** Gestures come in sentences	09	**Power Poses & Eye Signals** Pupils, gaze length and gaze area
04	**Territories & Zones** Proxemics and spacing rituals	10	**Other Important Gestures** Head, hands and readiness
05	**Cultural Factors** Territory ownership in meetings	11	**In Sales Meetings** Posture, contact, mirroring
06	**Palm Gestures & Handshakes** Openness, authority, dominance	12	**Remember** Act before the "no"

WHO IT IS FOR

Salespeople, account managers, founders and anyone who negotiates or sells face to face.

> *"Once the prospect says no, it is too late. When you see signals of rejection, ask questions. Listen with your eyes."*