

Closing Sales

With Non-Verbal Communication

Body Positioning

When someone is interested in what you have to say, they naturally lean or move in closer to you. If they're closed off, the opposite is true. Watch your client's posture to gauge their interest in what you're presenting.

Mimicry

Mimicry happens naturally when people are in close proximity for a while, but being aware of this phenomenon can help you sync up with your clients. Engaging in this mimicry can boost someone's sense that you are honest and persuasive.

Smile

Smiles have magical capabilities. They really are contagious! Smile with genuine joy whenever it's appropriate to do so during your interaction, even if it's just when you first shake your beneficiary's hand.

