

Reading Body Language

Here are some often occurring body language expressions and their meanings in sales interviews.

Looking away.

There is a subject which the person doesn't want to face and interact with. This can mean you found a pain point.

Covering face and placing objects in between.

Same as above. You touched a sensitive subject in the conversation. This could mean you found a pain point, something that makes the individual uncomfortable. With the added slight difference, that in this case, you might be the one making the prospect uncomfortable. Or at least the prospect might name you as the source of his uncomfortableness.

Placing objects in between you and the prospect is the prospects attempt to build up a sort of fort or defence.

Looking at the door and watch.

This could mean the prospect has intention to leave, or attention on time. It could be because he has another meeting to get to or something to do. In the worst case scenario it means that you are completely out of rapport, he has no interest in talking with you anymore and he wants to end the meeting.

Looking at the phone.

This could mean that the prospect lost interest in the conversation. It could also mean he is being distracted by something or someone. Alternatively could also mean that the prospect is fact checking what you are saying.

Facing you with face and legs and main body.

The prospect is comfortable and eager to talk with you. Unless he is facing you with all his body while his face shows killer intent. In that case he is facing you in an antagonistic way of course...

Shaking legs and playing with fingers, constantly repositioning on the chair.

Shows anxiety and or excitement. One or the other, or both. It could mean that you or the subject is intimidating. It can also mean that the prospect is in a very positive mindset and excited to get his hands on whatever you are selling.

Looking around aimlessly (eyes mostly directed downwards towards the floor).

This could be misinterpreted as disinterest or boredom sometimes. And in some rare occasion, that is what it means. But in my experience, more often than not, it means that the prospect is thinking and digesting the information he is getting from the sales interview.

Face.

Face is one of the most expressive way people communicate with their body. Most of us can identify expressions and interpret them properly. Therefore I will not detail what a smile, frown, raised eyebrows and so forth mean..

But face expression will help you to really identify what the other body language expressions mean.

You take the face expression to better understand what it means when the prospect starts shaking his legs. Or moving around in his chair. Or looking at the door.

Overtime with experience one will easily identify these subtle communications and will be able to read them like an open book.