



Body Language Secrets to Improve Sales



Ever walk into a meeting and sense that something just wasn't right? All you needed was a quick glance around the room to feel the energy. Arms crossed, toes tapping and nose scratching.

If 90% of our communication is non-verbal – and we're in sales – that's more than enough evidence to check-in on how we show up. And, what clues we give our audience. You don't have to be in marketing to wonder what message you're conveying. You're communicating on a daily basis to prospects, your team, customers and even your family.

Get more sales with these body language tips:

Michael Michalowicz, author and business mentor who writes for American Express Open Forum, outlines best body language practices for selling in [7 Body Language Tips to Help You Sell](#). He says that body language can kill a deal. Slow down, practice the 3 C's (be cool, calm and collected) and for heaven's sakes, don't touch your face, scratch your ears or rub your eyes. That could be a sign that you're lying.





In this PositivityBlog article by Henrick Edberg, [18 Ways to Improve Your Body Language](#) he tells us how to change up your presentation and show more confidence. If you're in a conversation, mirror each other's actions but not to the point of being weird, sit with a wider stance to look more comfortable, and lower your drink to hold it below your heart to look less guarded. It's interesting that we guard the parts of our bodies where we fear the greatest harm.

And finally from Fast Company, [The Surprising and Powerful Links Between Posture and Mood](#). Ever think about how our mind influences the way our body reacts and at the same time, the form of our body also triggers our mind? Power postures and more.

Learn body language and learn how to really read a room.

About PR and Brand Expert Robin Samora

Small business marketing and PR expert Robin Samora teaches small business owners how their brands can command attention in a noisy, crowded marketplace. Through her speaking, consulting and coaching, she helps clients find their ideal prospects, form valuable relationships and turn followers into loyal customers and raving fans.



Robin's mission is to help clients increase branding and visibility online and offline by cutting through the clutter so they can get noticed and sell more products and services. She uses social media, email marketing, speaking and free publicity strategies to enhance credibility, reputation and leadership position – even without a PR budget. Robin also shares marketing tools, tricks and articles on her weekly tip sheet, ["Robin's Rainmakers."](#)

Contact Robin at (617) 921-3448 or email her at Robin@RobinSamora.com to find out about how she can help you grow your business and brand.

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