

# Peasey *STREET*

**Body Language? How we talk? Is it that important? Does it really make a difference how we act and converse with others? Can it really help us become more successful in all areas of our lives? The answer is a definite yes!**

In the network marketing industry how we come across to others, how we sell our ideas, and how we talk to people is of fundamental importance.

We have all met people who can effortlessly command respect and attention, whether it be at work or socially. We assume that this "charisma" is a natural ability—you either have it or you don't. But it can be learned, practised, and perfected.

Allan Pease is one of the world's leading body language and conversation experts. *MLM Magazine* was privileged to get the opportunity to talk to him during the launch of his new book, co-authored by wife Barbara: *People Skills for Life, Easy Peasey*. The book is a must read, teaching us simple, essential skills that we can all use every day.

"The greatest desire that humans have is to be recognised, to feel important and appreciated," begins Allan. "And in our new book we teach you the necessary simple but powerful skills to make others feel important. When you make others feel important they will respond positively to you. And this is especially critical in network marketing. Everyone is keen to be

influential with others in any situation, and we are providing everyone with the right techniques. If you have the determination to learn, and the right information, anyone can learn how to achieve extraordinary success with virtually anyone."

Allan points out that it is vitally important to be positive about who you are and what you do. This can come across even before we speak, through our body language. "People form up to 90% of their initial opinion about us in fewer than four minutes, based on body language. Next they listen to how we speak and what we say, and then they determine their level of respect for us and their interest in us. It is about remaining positive, being enthusiastic, and not criticising anyone or anything."

We are all guilty of lazy speech. We have become a culture of saying what we think and not taking the time to consider that if we phrase things differently we could get an entirely different outcome or response. Is it really that simple to re-train and develop our people skills? "Yes, it really is simple," says Allan. "Many people are amazed and even disappointed that it could be so simple. The perception that success can be

achieved without pain and hardship is hard for some people to understand, as there is an expectation that it would have to be complicated and difficult, otherwise everyone would be successful.

All it really takes is the right approach and lots of practice."

Understanding human nature is a start. Another interesting observation in the book is how we all overlook the different way men and women talk and listen. How many of us have actually observed men communicating to men, and exchanges between women. Can changing the way we communicate to different sexes lead to a more successful outcome? "Absolutely," confirms Allan. "Men deal one thing at a



## **So what are Allan's main steps on how to make a big first impression?**

- 1. Smile regularly and make sure your teeth are visible when you do.**
- 2. Match the amount of eye contact you receive from your prospect/customer, and mirror their body language.**
- 3. Shake their hand with a straight hand, giving the same amount of pressure they give.**
- 4. Keep your distance from others. Don't invade their personal space.**
- 5. Ask others questions about themselves, their life, their family and goals.**
- 6. Ask questions that encourage them to give their opinions on a variety of topics. Make them feel important.**