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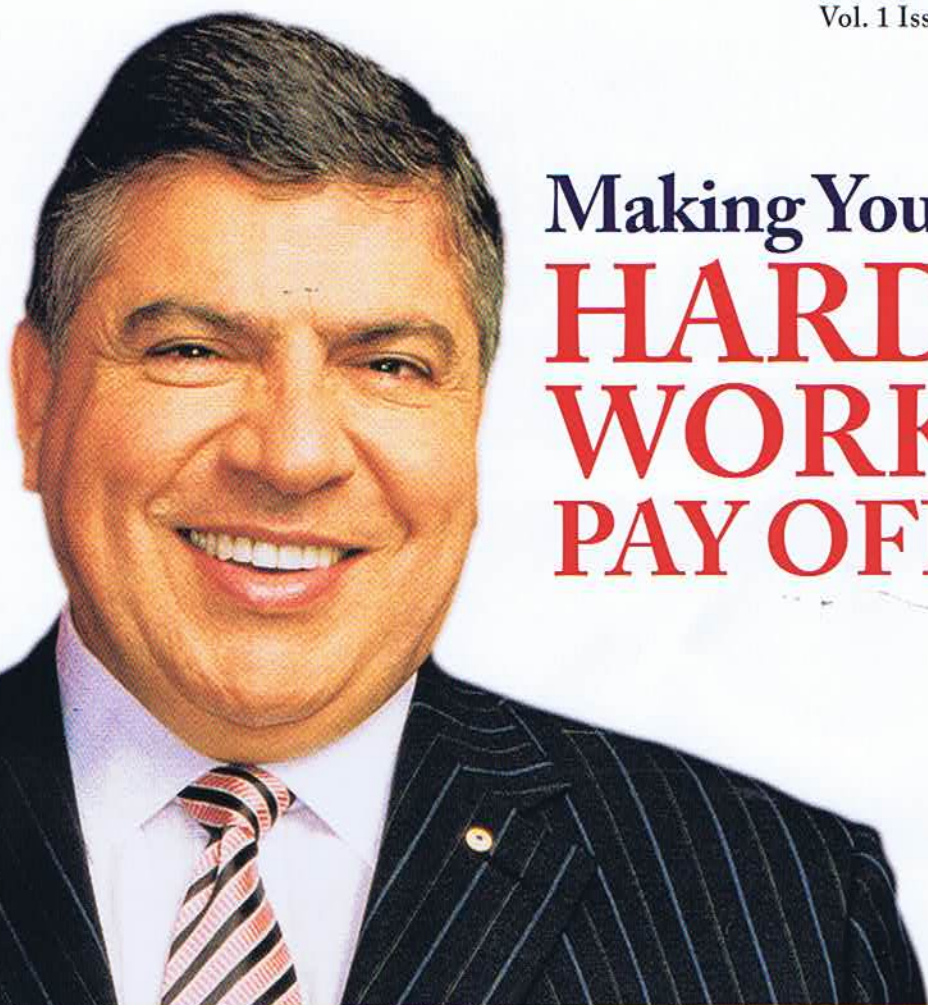
OCTOBER / NOVEMBER 2011
Vol. 1 Issue 2

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**BODY
LANGUAGE
IN FRANCHISING**

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ISSN 1839-1125



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Body Language in Franchising: The Art of Handshaking

BY ALLAN AND BARBARA PEASE

Your ability to read and decode body language is undoubtedly one of the best qualifications for a successful career in business. The nature of the franchise relationship can pose its own unique set of challenges and opportunities brought about by the way you and your franchisor communicate with each other.

We wanted to help in any way we can, so we looked to the best in the business.

In a series **exclusive** to *Franchise Buyer*, world renowned, best selling authors, Allan and Barbara Pease, share with you the techniques they have developed for success in sales and business.

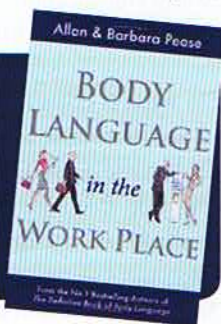
They will show you how to use your own non-verbal cues and signals to communicate effectively with your franchisor field manager, your staff members, as well as suppliers and associates to get the reactions you want in any professional encounter.



Allan and Barbara Pease are the most successful relationship authors in the business. They have written a total of 15 bestsellers, including nine number ones, and give seminars in up to 30 countries each year. Their books are available in over 100 countries, are translated into 51 languages and have sold over 25 million copies.

Allan and Barbara appear regularly in the media worldwide, and their work has been the subject of nine television series, a stage play, and a number-one box-office movie that attracted a combined audience of over 100 million. Their company, Pease International Ltd, produces videos, training courses and seminars for business and governments worldwide.

We encourage you to read the full story in Allan and Barbara's latest book, *Body Language in the Workplace*. For more information, visit www.peaseinternational.com



Why the power is in your hands

To be a successful franchisee, you need to impress a lot of people. Before you even set up shop, you must win over your franchisor, lessor and bank manager, followed closely by your key staff.

All of these people will form their first impression of you in as little as three seconds - just long enough for you to greet and shake hands. This is why a good handshake is vital. Get it right, and you'll impress, seal a deal and make a sale; get it wrong, and you'll have colleagues talking about you behind your back and clients running for cover.

Who has the upper hand

When you shake someone's hand for the first time, the position of your palms conveys one of three basic attitudes:

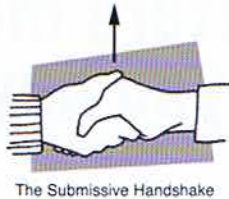
1. **Dominance:** 'This person is trying to dominate me. I'd better be cautious.'
2. **Submission:** 'I can dominate this person. They'll do what I want.'
3. **Equality:** 'I feel comfortable with this person.'

With a little practice, you can read the other party's intention by their handshake. You can also consciously position your palm to dramatically influence any face-to-face meeting.

Dominance is transmitted by turning your hand (striped sleeve) so that your palm faces down in the handshake. Your palm doesn't have to face directly down, but is the upper hand and communicates that you want to take control of the encounter.



Submission: The opposite of the dominant handshake is to offer your hand (striped sleeve) with your palm facing upwards. This can be effective if you want to give the other person control or allow them to feel they are in charge of the situation - if, for example, you were making an apology to a business contact.



Equality: To create rapport in a handshake, keep your palm vertical and give the same hand pressure the other person gives you.

Body Language at Work for Her

Ladies, avoid giving men soft handshakes that convey submissiveness. This will cause men to give attention to your feminine qualities and ignore your professional skills. Women who initiate a firm handshake are rated - in most countries - as more open-minded and make better first impressions.

Body Language at Work for Him

Guys, mind your strength when shaking hands with women. Practice your handshake on friends and relatives to be sure your grip is not too firm.

Three handshake tips for disarming a power-player

If you feel a business associate is giving you an overbearing, dominant handshake, you can counter it with:

1. **The Hand-on-top Technique:** Shake hands with the right, and then put your left hand over their right to form a **double-hander** and straighten the handshake.

This is particularly good for a woman to use on an aggressive man, as it switches the power from him to her.



2. **Left Foot Forward:** Most people step into a handshake on their right foot. Practise stepping forward with your left foot so you're stepping across the other person, making it easier to deal with controlling power-players.

3. **The Last Resort:** If you feel someone is purposefully and repeatedly trying to intimidate you, grasp their hand on top and shake it. This can shock a power-player, so you need to be very selective when using it.



How to convey rapport

A handshake that conveys a feeling of equality and mutual respect is the best possible opener for a workplace encounter. Here's how to do it:

1. **Vertical position:** Make sure that yours and the other person's palms are in the vertical position so that no one is dominant or submissive.
2. **Match pressure:** Apply the same pressure you receive. For example, if on a firmness sale of 1-10 your grip is a 7 but the other person's is only a 5, you'll need to decrease your grip by 20%. If their grip is a 9 and yours is a 7, you'll need to increase your grip by 20%.
3. **Convey sincerity:** To convey rapport, your handshake always needs to be warm, friendly and positive.

TIP: If you're shaking hands with a group of people, you'll need to adjust your angle and grip to match each person.

Two handshakes to avoid at all costs

1. **The Wet Fish:** A limp, clammy handshake is universally unpopular, is associated with a weak character, and is a dead giveaway of the nervous businessperson.

TIP: Keep a handkerchief on you so you can dry your palms immediately before a business meeting. It also helps to visualise you are holding your palms before an open fire.

2. **The Bone-Crusher:** A crushing handshake is a tactic used by an aggressive personality to seize the advantage and demoralise their opponent. (Ladies, avoid wearing rings on your right hand for business, or the bone-crusher may draw blood!)

TIP: If you believe someone has done it on purpose, you could bring everyone's attention to it by saying, "Ouch, that really hurt my hand. Your grip is too strong!"

Recovering from a handshake fumble

A handshake fumble is what happens when you initiate a handshake the other person doesn't expect. Feeling awkward, you pull your hand back only to have them reach for it. You then reach forward again - oops!

If this happens to you, take the other person's right hand in your left, place it correctly in your right hand and say with a smile, "Let's try that again!" This shows you care enough about meeting them to get the handshake right.