

PEASE EXPLAIN

PREVIEW

Best-selling authors and body language experts Allan and Barbara Pease offer these winning body language strategies that give you the edge.

People form up to 90 per cent of their opinions about you in under four minutes and 60 to 80 per cent of the impact you will make on them is non-verbal. The following strategies will give you the best opportunity to make a positive effect on others.

1. KEEP YOUR PALMS UP

Keep your palms visible when you talk. The response to the ancient signal is hard-wired into the brain. They will read you as non-threatening and will respond positively to you.

2. KEEP YOUR FINGERS TOGETHER

People who keep their fingers closed and their hands below their chin when they talk command the most attention. Using open fingers or having your hands held above the chin is perceived as less authoritative.

3. KEEP YOUR ELBOWS OUT

Sitting with your elbows on the armrest of a chair is perceived as a position of power and conveys a strong, upright image. Humble, defeated individuals let their arms drop inside the arms of the chair and they keep their elbows close to their bodies to protect themselves. They are perceived as fearful or negative, so avoid sitting like this.

[[When you next meet someone new and shake hands, extend your left arm, give a light touch on their elbow or hand as you shake and repeat their name to confirm you heard it correctly]]

4. KEEP YOUR DISTANCE

Respect the person's personal space, which will be greatest in the opening minutes of a new meeting. If you move in too close, the person may respond by sitting back, leaning away or using gestures that reveal their irritation, such as drumming their fingers or clicking a pen. Sit closer to familiar people but further back from new ones. Sit closer to those of similar age and further back from significantly older or younger ones.

5. MIRROR THEIR BODY LANGUAGE

Mirroring the other person's body language and speech patterns builds rapport quickly. In a new meeting with someone, mirror his sitting position, posture, body angle, gestures, facial expressions and tone of voice. Before long, they'll start to feel that there's something about you they like – they'll describe you as easy to be with. When presenting to couples, watch for who mirrors whom and uncover the decision-maker. If the woman makes the initial movements and the man copies, there is little point to asking him for a decision.

6. MATCH THEIR SPEECH RATE

A person's speed of speaking reveals the rate at which their brain can analyse information. Speak at the same rate or slightly slower than the other person and mirror their inflection and intonation. Studies show that others describe feeling 'pressured' when someone speaks faster than they do.

7. UNCROSS ALL ARMS

Arms folded across the chest is an attempt to put a barrier between the person and something they don't like. A person's recall of what was said decreases by up to 40 per cent when they fold their arms. Change someone's folded-arms position by handling them something to hold or giving them something to do. Give them a pen, book, brochure, sample or written test to encourage them to unfold their arms and lean forward. To be persuasive, *never* cross your own arms in any face-to-face meetings.

8. TOUCH THEIR ELBOW

Mirror the touch you receive. If they don't touch you, leave them alone. Experiments however, have found when a person is touched lightly on the elbow for no longer than three seconds, they are 68 per cent more likely to be co-operative than if they weren't touched at all. Studies show that female waitresses who were taught to touch the elbows and hands of their dining



customers made 80 per cent more tips from male diners than the non-touching waitresses, while male waiters increased their earnings by 32 per cent regardless of which sex they touched. In other words, skilful elbow and hand touching can give you up to three times the chance of getting what you want.

9. REPEAT THEIR NAME

When you next meet someone new and shake hands, extend your left arm, give a light touch on their elbow or hand as you shake and repeat their name to confirm you heard it correctly. Not only does this make the person feel important, it lets you remember their name through the repetition.

10. AVOID TOUCHING YOUR FACE

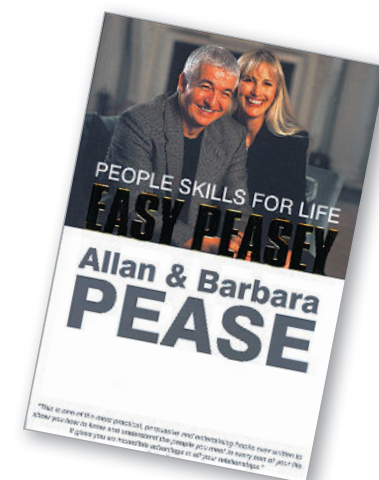
Studies show that when someone is concealing information or lying, their nose and face touching increases dramatically due to an increase in blood pressure when lying. Even if you have an itchy nose, people who don't know you may think you're lying. So keep your hands away from your face.

11. PRACTICE IT ALL

Before you go into an important interview or meeting, sit quietly for a few minutes and mentally rehearse the above mentioned things, seeing yourself doing them well. When your mind can see them clearly, your body will be able to carry them out. You need to cast yourself into a believable role in an interview, so practice mentally, in advance, how you will act, if you want others to take you seriously. Evidence shows that, with practice, these skills will soon become second nature to you and serve you well for the rest of your life.

Barbara and Allan offer these tips on how to make a lasting first impression

- When you enter a room, walk in briskly, without hesitation.
- Keep your handshake vertical and return the grip you receive.
- Smile. Show your front teeth and smile with your whole face
- Raise your eyebrows for a split second.
- Use the person's name twice in the first 15 seconds.
- Angle your body to 45 degrees away from the other person.
- Use clear, uncomplicated, deliberate movements and gestures.
- Pack your things calmly and deliberately when you exit. If you're a woman, turn and smile as you leave.



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These extracts are from Allan and Barbara Pease's book *Easy Peasy*. Find out more at peaseinternational.com.

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