

Retail Body Language

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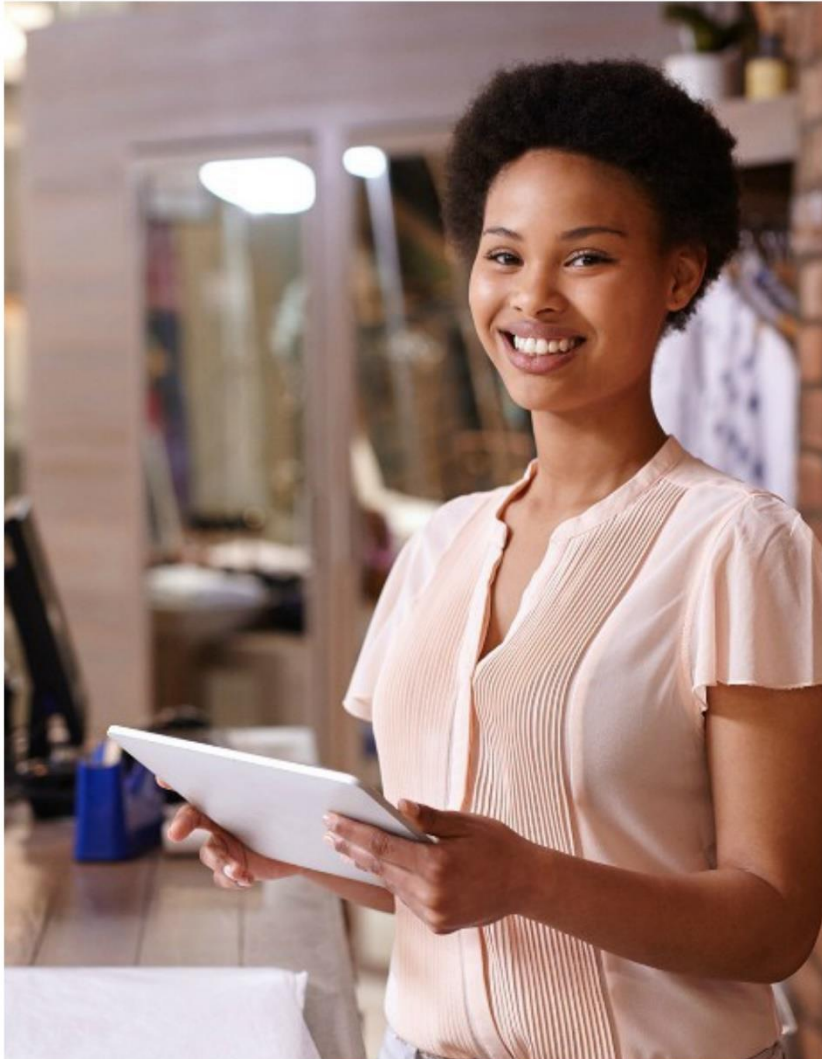
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Body Language Magic in A Store



Prelude

The conversation we have with customers is a major topic of discussion in customer service. We create linguistic best practices, pitch decks, and scripts to guarantee a satisfying client experience. But nonverbal cues and body language are also very important in customer service. Often, the most important thing is not what you say, but rather how you express it.

Why is customer service body language important?

When selling, it's not necessarily what you say but rather how you say it that makes the sale or breaks it. If you say one thing and deliver another message with your body, people will always believe your body language above your words. It gets worse: in addition to taking your body language at its value, they'll also assume you understand what you are saying.

Buyers won't trust you if your words and body language don't match; if you appear anxious, they won't trust you either. They won't be confident in you if you don't have confidence in yourself. For them to have faith in you, you must possess both physical and mental confidence.

Selling something you genuinely believe in, knowing your product and that it's a good bargain, is the simplest method to get your body language to reflect what you are saying and, consequently, to persuade the consumer to trust what you say.

It's your responsibility to be truthful in this and to pair the correct product with the right customer. You can be very sure that potential buyers will believe in what you are selling if you do. Unless you are a scammer, you generally don't have time to become an expert in body language mimicking. Don't sell something if you aren't confident about it.

Understanding your body can be beneficial for salespeople who are confident in their product, certain that it's a good bargain, and certain that they are selling to the correct person or business, but who are unsure of their own abilities as a salesperson. When closing a deal or discussing money, they often become uncomfortable. Their body language conveys this unease, which is interpreted as doubt about the sale.

13 Best Practices for Body Language

1. Keep your eyes on the customer while they are speaking.

Making eye contact with a customer communicates your attention to their words. When you keep it in place while the consumer speaks, you are communicating to them that you are listening to their tale and understanding the importance of their obstacle. The way you look also has a big impact on how a customer will respond. They'll know you care about their issue if you respond with understanding and compassion.

2. Maintain proper posture.

Confidence is usually linked to posture. The customer will perceive you as more confident if you have better posture. This increases the likelihood that they will accept your answers, particularly in cases when the explanation is a little more intricate.

3. When the time is right, smile.

You ought to constantly seek for chances to make a consumer grin. Not only does this imply that you're delighted to help, but also that you feel hopeful about the situation.

A gloomy or indifferent demeanor communicates to the client that you are not interested in helping them solve their situation.

4. Refrain from moving needlessly.

Distracting behaviors such as fidgeting or making needless movements can divert the customer's focus from the case. Even worse, they might think you're more interested in another task and aren't interested in that chat.

Remain motionless and restrict your movements to using your hands only when conversing with a consumer or listening to their response. Using hand gestures to illustrate a point and demonstrate your passion for the case. Just ensure you don't overdo it; excessive hand gestures can be distracting as well.

5. Maintain an open posture.

Although it might seem insignificant, maintaining an open posture does help you come across as more personable. Turning away from the customer gives the impression that you are not as interested in the conversation. Speaking to someone while facing them also makes it simpler to keep eye contact.

6. Pay attention to your tone.

An important factor in how your message is understood is tone. It's important to keep a professional attitude, especially if a support case isn't going as planned. Excessive enthusiasm can come across as false, while monotony can convey a lack of interest. Find a happy medium that strikes a professional yet casual tone that is both agreeable and friendly.

7. Refrain from crossing your arms.

Crossing your arms might be frightening in some situations. Instead of assisting the consumer in finding a solution, it may appear that you are attempting to convince them. If you're not using your arms to make a point, try to keep them by your sides to avoid this.

8. Communicate confidently, loudly, and clearly.

Your voice volume can also convey your level of confidence in your answer. Make sure not to mumble and to talk properly. Moreover, be mindful of your speech pattern; speaking too quickly can perplex clients and leave them with more questions than answers.

9. Take out any distractions.

Make sure you are fully focused on the customer if you are in a video call or instant chat.

Similar to how you wouldn't act rudely while scrolling through your phone in person, the same applies to virtual conversations. If you are reading an article or fiddling with your phone while on the phone, you cannot concentrate on the demands of the consumer. Clients will sense your lack of attention.

10. Look your camera in the eye.

Focusing on the face on your screen during a video conversation is typical, but it can really give the impression that you are gazing down. You can mimic making eye contact with the camera by raising your gaze. Even when it's not your turn, maintain your attention there. This communicates to the other person that you are interested and focused. Before your call, practice this so you can identify any natural eye wander and take appropriate action.

11. Keep your gestures in check.

Talking with your hands works well in person, but you'll need to adapt your approach when on a video call.

"Big movements are acceptable on stage or in front of a conference room, but when you're on screen, you're more effective when your gestures stay close to your body and inside the camera's frame.

12. Practice active listening.

During virtual meetings, you can employ more physical clues besides eye contact. To indicate understanding or agreement, nod. When it makes sense, slant slightly closer.

When someone else is speaking, give them space to complete their sentence before you speak. If you need clarification or have any questions while they are speaking, write them down and ask them when they are done or when there is a natural pause in the conversation.

13. Recall that tone can also be expressed via chat and email.

Email and chat messages are particularly prone to misinterpretation in the absence of visual or auditory signals that indicate tone. Never try to crack a sarcastic joke. Don't write everything in capital letters. When in doubt, go with the most politically correct word.

Ways to Improve Your Non-verbal Communication

Project Confidence in Your Personal Image

Slouching conveys a sense of exhaustion and worldliness. You'll look more certain and appealing if you stand up straight, slant your shoulders slightly forward, and keep your shoulders back. In order to appear less strained, let your Shoulder drop.

Build a rapport with other people

Align your speech rate with that of the other people in the room. Speaking too quickly will make the other person feel pressed for time. If you move too slowly, they will perceive you as being indolent or patronizing. It's also important to remember to nod sometimes while listening to someone else.

Take Charge of Your Feelings

You are clearly enthusiastic if your hands are raised and you are rubbing them together. If they are tightly balled up, you're either anxious or frustrated. Keep your hands relaxed, fingers clasped, and in front of you or to the side. This will show that you are in control of your emotions and that you can remain composed, particularly when facing those difficult and uncomfortable sales arguments.

Place yourself on an equitable basis

Relationships are built or broken by handshakes. People will regard you as controlling or uninformed if you exert too much pressure, but they will also believe you lack confidence if you are overly weak. In order to put yourself in the other person's shoes, try to mimic their handshake, which will put you both on the same level.

Recognize Face-Touching

When someone else's hand is near their face, rubbing their eye or scratching a perceived itch, many people experience a subconscious reaction. Be mindful of what you're doing with your hands because it's usually regarded as a lying cover-up.

Maintain A Considerable Level of Eye Contact

As humans, we make the most touch with things through our eyes. However, ensure that you have the appropriate quantity. I used to work with a salesperson who would stare so hard that it would make clients feel pressed for time. However, making too little eye contact can come across as shifty and insecure, particularly if you are asking a lot of follow-up questions. Make an effort to keep your eyes open for at least 70–80% of the time, therefore it instills confidence and a sense of comfort in your buyer knowing that you are being truthful and open—at least when it comes to eye contact.

Making eye contact is exciting because I barely ever blink. It can be really awkward for them, so I have to be really cautious when I meet new individuals.

Make Sure Your Body Language Matches Your Message
This entails being conscious of how openly you are holding your arms. Sometimes they might be a barrier, giving the impression that you are hiding something from the other person. Waving them around and being overly forthcoming can be too distracting, causing the other person to focus more on it and its significance than on your message.

How to convey value through body language

Conveying to your consumers the worth of your goods and services is one of the main goals of cross-selling and upselling. Use confident, enthusiastic, and knowledgeable body language to show them how your offerings can fulfil their needs, solve their problems, or improve their experience. As a result, keep eye contact with your clients to convey that you are respectful, interested, and attentive. Genuinely and warmly smiling conveys your friendliness, approachability, and optimism. Show that you are sincere, open, and involved by using open and carefree motions like extending your hand, nodding, and bending forward. Furthermore, gently mimicking your client's body language might show that you are paying attention, understanding, and relating to them while helping to build rapport and trust. However, avoid fidgeting or mimicking their body language exactly as these can seem insincere or mocking.

SELLING IS AN ART, NOT EVERYONE CAN DO IT



