

# **Body Language and Sub-text**

## **Dominating our Communications**

### **Monday June 13, 2015**

- The next “Tuesday Night Live” meeting at Corporate Offices... is July 14, with Lowell and Shirley Thomas
- Jeff and Judy Allen: Continue to lift them up in prayer, in thoughts, in love
- “90 Days to Uth” contest on Mannatech Resource Library
- New Social Media Badges on Mannatech Resource Library
- New M5M Video:  
[http://library.mannatech.com/resources/view\\_video\\_asset?asset\\_id=5879](http://library.mannatech.com/resources/view_video_asset?asset_id=5879)

We will be covering two topics, which are related as they play off each other in giving us best practices in "communicating" with prospects. Articles by Marvin Brown on Body Language and Gina Barnett on Sub-texting.

#### **Body Language: 7 ways to Build Trust**

“All things being equal, **people will** do business with and refer business to, **those people they know, like and trust.**”

1. Offer an open-lipped, heartfelt smile
  - a. What does that say to the prospect? "You can relax and feel safe with me."
  - b. Why open lipped? Try closed lips...tells the person you are insincere. So, if you need to practice, practice often and ...
2. Smile when offering encouragement.
  - a. Words ring hollow when not accompanied by the right facial expression.
  - b. Mixed messages are sent when the compliment is made with a serious face. What kind of compliments: "You would be great in this business because of your big heart." Etc. For more suggestions go back to May 18 Monday Call and look for notes on Doug Firebaugh talk
3. Let your face be a mirror of the speaker's emotions
  - a. This validates the speaker that his or her words are having an impact.
  - b. Nodding says "Keep going I am engaged."
  - c. Frown when the message is sad
  - d. Squint when the speaker is conveying irritation
  - e. Shake your head when the speaker is talking about frustration.
  - f. Smile when the message is upbeat.
  - g. Tilt your head to the left to express empathy.
4. Use a handshake to intensify the moment
  - a. Strong handshake shows confidence. They are underused gestures yet add a great deal of impact.
  - b. End a conversation with a handshake as it adds a physical punctuation mark to your encounter making it more memorable.
  - c. Shake hands when thanking someone, offering congratulations.

- d. Research shows that saying your name with your handshake when meeting someone new makes them 75% more likely to remember it.
5. Lock eyes for an extra second when shaking hands.
    - a. Always look them in the eyes for a second while smiling before letting go of their hand. This makes you seem charismatic.
    - b. Increasing the eye contact to one second increases the chance that someone will like you.
  6. Complete the "communication circuit" with your eyes.
    - a. When another person is speaking, your body language is your eyes: give them face-to-face attention and make eye contact.  
This gesture completes the invisible connection or circuit between speaker and listener.
    - b. Once you do this you will notice how often in the past you looked away.
  7. Practice making eye contact longer than usual
    - a. Normally we maintain eye contact 30-60% of the time. When you do it more than 60%, it tells them that you are interested and they matter.
    - b. If this is difficult, lean forward slightly as this makes eye contact easier.
    - c. If you need a break allow your eyes to drift ever so slightly to the eyebrows or nose area just between the eyes.

### **Sub-texting**

1. What is it?
  - a. It is the unspoken between people in the midst of exchange. It includes everything we covered above but so much more.
  - b. It is learned behavior but it is critical in that it can make or break any exchange.
2. To understand subtext, answer three questions:
  - a. What is dominating the exchange, the words spoken or the sub texting?
  - b. If the sub-texting, is it undermining the exchange?
  - c. How can the subtext be artfully brought into the conversation?
3. How do I identify and articulate subtexts as that is critical in developing the skill.
  - a. Begin by observing how quickly and naturally we send signals to each other in our routine, day-to-day encounters.  
Examples: in a meeting you speak and silence descends  
Moments later someone repeats what you said and takes all the credit.  
A colleague waves a hand and cuts you off before you've finished speaking.  
A team member always looks away as you approach.
  - b. Many of these signals go by so quickly, no simple way to respond. But we take them in, feel them ruminate about them...because they are methods of communication that can be misinterpreted.
4. What to do?
  - a. Observe. Use curious, non-confrontational language. This skill takes time to master. It takes courage to speak up when the communication is dominated by subtext.

The essential skill is having a robust vocabulary that can describe what is happening in a way that is neither defensive nor aggressive.

Examples:

1) Your business associate meets with you and you notice she is frowning and looks perturbed. The expression may have nothing to do with you.

Instead of assuming, why not ask:

"Is this a good time?" and if they say "Why do you ask?" you merely say "Your expression. Is everything okay?"

b. Ask, don't assume.

By asking instead of assuming you are bringing the subtext into the text. Now you are bringing the conversation from a place of knowing instead of worrying.

c. Carry On.

Once a subtext is brought to light, then move forward. What if it is not cleared? Then keep observing, try not to project, and trust in time if you stay open and curious and non-confrontational, another opportunity will arise to bring up what you sense.