



THE SECRET LANGUAGE OF SUCCESS

“UNDERSTANDING BODY TALK”

BY DEREK ARDEN

THE SECRET LANGUAGE OF SUCCESS

UNDERSTANDING BODY TALK

69 TIPS, TECHNIQUES AND IDEAS FOR
DEALING WITH PEOPLE

*Have you ever had difficulty in
understanding people?*

This pocket guide is designed to help you translate people's body language (their unconscious thoughts) to give you an advantage in all forms of communications.

The tips and techniques in this pocket guide are a direct result of experiences in negotiating, coaching and speaking to people around the world over many years. Keep learning about people and how they communicate with the secret language of Body Talk.

Good Luck

Derek Arden

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THE KEY PRINCIPLES

Body language - the unconscious language of success

1. Focus your attention on this important aspect of communication
Research at the University of California, Los Angeles discovered that understanding of communication in a face-to-face conversation is made up of 55% body language, 38% the tone of the voice and just 7% from the words used.
2. Raise your awareness to body language and voice tone (tonality)
Most people only consciously hear the words someone says but are actually more influenced by the subconscious signals they pick up from body language and tonality. The 93% mentioned above.
3. Read body language to detect lies
It is five times harder to lie with non verbal communication than it is with words.
4. Use both sides of your brain
The brain has two hemispheres, the left side which deals with logic and the right side, which provides your creativity and imagination. The left side is responsible for understanding words and the right side is responsible for the visual information such as body language.

5. Recognise when you are becoming stressed or tense

The more tense you are the more you will rely on your left brain. If you remain relaxed and cool headed you will be able to recognise more of the signals and information you are getting from the other person's non-verbal behaviour.

6. Broaden your awareness of the many non-verbal indicators that can tell you what is in the other person's mind

These include gestures, eyes, spatial situation, body posture and feet movements.

FIRST IMPRESSIONS

You don't get a second chance to make a first impression

7. Prepare your first four seconds

Recent research shows that you only have four seconds to make a good first impression. That first impression will quickly set in the other person's mind and be hard to change. During that time your confident, friendly body language is critical.

8. Be liked by them

In the first four seconds someone is assessing whether they like you. In order for someone to like you they need to see, hear and feel that you are like them, without being a threat.

9. Check your eyes, smile, teeth, fingernails and shoes

These are some of the first things people will notice.

10. Have a positive handshake

Your hand should be upright, with your thumb at 'twelve o'clock.' Your grip needs to be firm and grasp the entire hand. Your palm should be dry and the handshake should last a full two seconds. A genuine smile helps.

11. Accessorise

You should carry a good pen, a quality brief case and folder. Exchange business cards at an early stage, this enables both sides to remember each other's names. Show interest and respect the other person's card, rather than just stuffing it in your pocket.

12. Approach men and women differently

Never stand directly opposite an unknown male, never stand adjacent to an unknown female. Approach a woman directly from the front, but with a man start at a more side-on position and work your way round to the front.

13. Look good

Dress appropriately for the person and the situation. Investing in your clothes will pay fantastic dividends.

14. Remember you can always dress down but you can never dress up

Once at a meeting, if over dressed you can always remove your jacket and roll up your sleeves but if you are in jeans and a t-shirt there is nothing you can do.

15. Tilt your head

Tilting your head, together with a warm smile and good eye contact will increase the impact and warmth of your first impression. Use the same gesture whenever you are asking for help or co-operation.

OBSERVATION SKILLS

"The average person looks without seeing, hears without listening, touches without feeling, smells without awareness and eats without tasting."

Leonardo Da Vinci

16. Listen actively.

You were given four tools for listening – two eyes and two ears. Use them all when listening to someone to gather as much information as possible, to understand where the other person is coming from.

17. Be in the present. "In the Now"

You cannot listen properly to someone else if your mind is on other things. In order to get the best out of every communication you must be totally focussed on the person you are communicating with.

18. Use the power of silence

Being silent will allow you time to think and relax so that your right brain can feed information to you. Crucially, it will also feel uncomfortable to the other party and they will open up more in a conversation or concede more in a negotiation.

19. Check for consistency

Look for consistent body talk. If you receive body signals that do not check out with what is being said, go back and check the information you have received, by deliberately asking a similar question and then see what reaction and additional information you receive.

20. Raise your awareness to all nonverbal signs

If you get two incongruent messages, you know the real meaning is not the spoken one.

21. Base your judgements on the entire picture, not on one snapshot

Read the non-verbal signs throughout a conversation and keep your conclusion in context.

22. Smell good. If somebody smells attractive, the unconscious mind will instantly like them

Be careful about eating such things as garlic and wearing strong / overpowering perfumes or aftershaves. Take care of your personal hygiene.

YOUR SPACE OR MINE

Don't underestimate the power of position

23. Respect other people's personal space

Everyone has a 50cm (18 inch) "personal zone". Only in the most personal of relationships would someone let you into that zone.

24. Know the four types of space

They are:

- a. The intimate zone (15 – 50cm). People guard this zone as if it were their property and only let people they are emotionally close to, into it.
- b. The personal zone (50cm – 1.2m). This is the distance that people stand when in conversation by the coffee machine or at parties.
- c. The social zone (1.2 – 3.6m). This is the distance that we stand from strangers.
- d. The public zone (Over 3.6m). This is a comfortable distance to address groups from.

25. Choose carefully where you sit in a meeting, depending on what you want to achieve.

Sit at diagonals to others across the corner of a rectangular table so that you are not perceived as being on the 'opposite' side to them.

26. Sit at round tables

King Arthur was right; round tables are better because they encourage everyone to work together.

27. Avoid sitting opposite people

Only when there is a potential physical attraction between the two parties is sitting opposite each other not confrontational.

28. Never stand when someone else is sitting, unless it is your intention to dominate or intimidate them

Height is a powerful dominant signal.

29. Avoid deep armchairs

Deep armchairs restrict your posture, limit your ability to send out a number of body language signals and make you feel less confident.

THE SILENT SIGNALS

"My dog plays poker"

"That's amazing, is he any good?"

"No he's terrible, whenever he has a good hand he wags his tail ."

Do you wag your tail?

GESTURES

30. Read and use gestures to your advantage

- a. Steepled hands (only finger tips touching, looking like a church steeple) gives an air of confidence. Be careful when you are dealing with someone who uses this gesture. Question them and find out why they are so confident. Is it real or false?
- b. Hands pressed together, rather than steepled will make you look like you are praying. People that do this are looking for divine help, so if you press your hands together that is the impression you will give.
- c. Leaning your head on your hand and arm signals boredom. The degree of boredom can be recognised by the angle of the head.
- d. Folded arms are a defensive gesture. It could be that the person is being defensive because they are cold, OR that they are having negative internal thoughts, OR they are being negative with you. If you cross your arms you need to be aware of the negative vibes you are giving out.
- e. Crossing of ankles is also a defensive gesture, not so obvious as the crossed arms but potentially indicates the same negativity.
- f. Stroking your chin suggests that you are evaluating the situation or circumstances. If a potential customer is stroking their chin, stay quiet and wait to see what happens next – never try to sway their evaluation process. If they lean forward with an open posture you have convinced them. If they move back and cross their arms, you have

further work to do. At this point, you should mirror their body language, as you find out what is their objection.

- g.** Hands on hips implies impatience and a desire for action.
- h.** Open palms communicate honesty and openness. Politicians use this technique all the time. Be careful!
- i.** Rubbing the back of the neck implies the communication is giving them a pain in the neck.
- j.** Feet direction. The direction of your feet indicates the direction your mind is going. For example, if someone wants to leave a meeting, their feet will be pointing towards the door and lead their body to the edge of the chair. If you notice this, you know your time is running out.

31. Use nodding to get agreement.

By nodding when asking a question or making a statement you help the other person say yes.

32. Notice when someone shakes their head

If someone's words are positive but their head is shaking from side to side, the likelihood is that the words are wrong.

33. Be more confident by standing up

Whenever you need to project confidence or feel more confident stand upright with your shoulders back. It is impossible to feel down or weak when standing with your head up. So even on the telephone, it can be a powerful idea to stand.

EYES

"You can't hide your lying eyes, and your smile is a thin disguise, thought by now you'd realise, there ain't no way to hide your lying eyes"

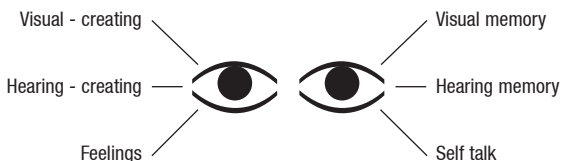
Lying Eyes - The Eagles

34. Keep your eyes open

It is said that the eyes are the window of the soul. People connect by making eye contact and therefore a lack of eye contact creates a lack of trust.

35. Watch people's eye movements

Eye movements mirror people's thought process. Just before someone answers a question their eyes will flick to one corner. The diagram below is a map to guide your understanding and enable you to communicate more clearly. This applies to 80% of people – the other 20% will have consistent but different accessing patterns. Check first.



36. Be careful with your choice of glasses or contact lenses to ensure that your eyes can be clearly seen by your audience

Glasses that react to the light and dark glasses should be avoided. Use anti-reflective lenses.

37. Use glasses for effect

You can reflect on things by taking your glasses off and putting them back on. You can show surprise by looking over the top of the frames.

38. Know and use appropriately the three types of gaze

- i. The business gaze. Keep your gaze in a triangle between the other person's eyes and just above their nose. This ensures that you are communicating a business message. Holding this gaze gives you control.
- ii. The social gaze. When your gaze drops below the other person's eye level a social atmosphere develops. The social gaze is a triangle between the person's eyes and mouth.
- iii. The intimate gaze. This gaze runs across the eyes and down to the other person's chest AND even lower!!!

39. Include everyone in your gaze

When speaking to a group of people, ensure everyone is included in your gaze.

SMILE

If you smile at someone they will normally smile back – make someone's day

40. Really smile

Genuine smiles come from the top half of the face. Insincere smiles come from the bottom half of the face.

41. Relieve tension by smiling

Frowning is tiring as it tenses 72 muscles but smiling only uses 14 muscles.

42. Find things to make you laugh and smile in order to feel better

Watch and listen to funny, amusing films and plays. People who are depressed or ill can feel better and recover more quickly by doing so. A smile releases serotonin, a powerful neurotransmitter that makes us feel better.

DECEPTION

Deceivers and liars give themselves away in many subtle ways – trust your intuition.

43. Be aware that stress manifests itself at our extremities; our hands and our feet

Keep your hands and feet steady, or you risk seeming insincere. Your hands and feet are some of the hardest things to control consciously.

44. Avoid hand to face gestures.

Hands to face gestures are interpreted as, at best, a sign of discomfort and at worst, of lying.

45. Watch for fewer than normal gestures

The voice may slow down and there will usually be fewer words in their speech than normal, when someone is trying to deceive you. The reason for this is the person has to consider more carefully what they say. There could be more pauses, hesitation, um's and ah's etc.

46. Notice increased self-touching

This can include hand rubbing, pulling or stroking ears / cheeks and eyes.

47. Rubbing, specifically, the nose and surrounding area is a classic deceit gesture

Remember Pinocchio...his nose grew every time he told a lie. When you feel uncomfortable with what you are saying, the brain sends a tingling sensation to the sensitive tissues on the outside of your nose.

48. Watch eye contact

Too much eye contact is a give away sign that someone is deliberately over compensating because they believe that liars don't make much eye contact.

49. Blinking liar!

An increase in someone's blink rate indicates that they are uncomfortable, tense or just plain lying!

50. Hands over the mouth

This is another classic deceit gesture that is more likely to be seen from children. A child covers its mouth with its hands to avoid the words physically, getting to their parent.

51. Rubbing hands

The speed of the hand rub tells you how sincere the person is. Fast rubbing is a win/win situation for both of you, a slow rub may mean the person only has their own objectives in mind – which is likely to be to your cost.

RAPPORT

"I wanna walk like you, talk like you"

The Jungle Book Soundtrack

52. People buy from people they like

People are influenced and persuaded by people they like. As body language is 55% of communication, matching visual information is the quickest way to start to get on their wavelength.

53. Be as like the other person as you can

Dress like them, match what they do in a subtle way. Understand their interests and be able to hold a conversation about them.

54. Control your height

If you are tall and talking to a shorter person, sit down as quickly as possible so that the other person feels equal.

55. Mirror and match

Because body language is 55% of communication, one of the quickest ways to build rapport is to match or mirror someone else's style. You can also match their voice speed, volume and tonality.

56. Watch people discreetly in bars and public places

Look for people who have good rapport with each other and you will notice that they are unconsciously mirroring each other's body language. It works, however it is gentle, unconscious mirroring not mimicking.

57. Use peripheral vision to observe and match subtle behaviour

Such as finger tapping, foot tapping.

CULTURE

There are many regional variations of body language and how people interact

58. Understand the culture you are in

Body language does not always cross borders. Be careful and do your research properly.

59. In Japan nodding only means
"I understand"

- with Eskimos it means "no".

60. When the tips of the first finger and thumb are put together in a circle (the A-OK gesture), it means
'Everything is OK' in America

In Tunisia it means I'm going to kill you; in France it means zero or nothing. In Greece, its main meaning is get lost! AND in Eastern cultures it is an obscene gesture.

61. Showing the soles of your feet

in Middle Eastern countries this can be an insult.

62. Give out and handle business cards

as if they are rare jewels - particularly in the Far East.

63. Touch appropriately

Touching is more acceptable in some cultures than others. In cultures and environments where touching is less common the only safe place to make contact with someone is around the elbow.

64. Be careful with handshakes

You will probably not be expected to shake hands with an Arab lady if you are a man and vice versa.

USING BODY TALK TO POSITIVE EFFECT IN NON BUSINESS SITUATIONS

*Fun Stuff - Humour and fun are the best
and cheapest antidotes for stress*

65. Checking out how you are getting on with a dinner date

Test your rapport by moving your wine glass. When at dinner move your wine glass from your side of the table over to theirs. Watch how they react to this, if they are bothered about it you need to work harder at your rapport!

66. Watch people's pupils

If someone is attracted to you their pupils dilate up to eight times more. Add that to the wine glass test above and you are doing really well. On a serious note, a good poker hand, negotiation position or other type of excitement will have the same affect. Ladies of the night in the nineteenth century used the drug belladonna, obtained from deadly nightshade, to increase the size of their pupils and make them look more attractive. There is a drug called pilocarpine that makes your pupils smaller, so that you look more aggressive.

67. Make yourself more or less attractive

You can now buy contact lenses that will make your pupils look bigger, or change your eye colour to bright blue.

68. Avoid speeding

If you should have the misfortune to be stopped by a police officer. Get out of your car and go towards the officer, reduce your height and open your palms whilst apologising. It is said that this improves your chances of being let off.

69. Serving people

Research has shown that waiters, who reduce their height to the level of the table and touch clients on the elbow when helping select choices from the menu, receive bigger tips.

SUMMARY

*SHARPEN YOUR SENSES AND AWAKEN
YOUR AWARENESS.*

*IF YOU ALWAYS DO
WHAT YOU HAVE ALWAYS DONE
YOU WILL ALWAYS GET
WHAT YOU HAVE ALWAYS GOT.*

TRY SOMETHING DIFFERENT;
IF IT DOESN'T WORK TRY SOMETHING ELSE.
YOU CAN ALWAYS RETURN TO WHAT YOU
DID BEFORE.

This book is designed to achieve more success for you in the important area of understanding people. It will help managers, salespeople, business decisionmaking and you in your relationships, both at work and at home.

Dip in and out of it, carry it in your pocket and offer it to other people. Monitor how you understand people better and notice your better relationships.

Derek Arden

BIOGRAPHY

Derek Arden is one of the UK's leading experts on negotiating skills. He advises, lectures and teaches on this subject in many countries around the world including leading business schools such as the International Management College at Henley. He is the author of the best selling tips booklet- 117 handy haggling hints – how to negotiate win win win deals.

A negotiator for a major financial institution dealing with multi national negotiations for over 15 years. The largest transaction negotiated was the Granada Plc financing of the takeover of Forte which was over £3 billion.

Derek's interest in Body Language comes from his ability to pick up the silent signals when negotiating complex transactions, enabling the best and quickest result to be obtained. Fascinated by psychology in business, he is a certified practitioner of neuro linguistic programming (NLP)

Derek has recently featured on television showing viewers how to get better deals with retailers.

TALKING BUSINESS

CREATE AN ENVIRONMENT FOR GOOD BUSINESS

This booklet can be customised for your business

MARKETING IDEAS...

- Send it as a thank you, maybe for a good business referral
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