



## BODY LANGUAGE

# TIPS To Build Trust

- 1** Meet: Smile
- 2** Meet: Single eyebrow flash
- 3** Greet: Firm handshake, vertical palm, touch elbow
- 4** Eye contact: 70%
- 5** Never fold your arms (keep 'open')
- 6** Never touch your face (lying, insecurity)
- 7** Chin touch: Attentive thinking, listening
- 8** Head: Cock your head slightly, interest
- 9** Nod: Single, double and triple
- 10** Lean forward in an evaluative way

CUSTOMER'S TRUST > UNCOVER > SOLUTIONS > PROPOSE



# REDS

## OBJECTION HANDLING



- ▶ **REPEAT** the objection with empathy
- ▶ **EMPATHISE** with comforting tone of voice
- ▶ **DEEPER:** ask why (dig deeper)
- ▶ **SOLVE:** now propose the best solution

**Example:**

Yes, our interest rates are not the lowest (**REPEAT** with **EMPATHETIC** tone), before I go through the benefits of why you should consider us, why do you feel that our rates are too high? (**DEEPER**). Now **SOLVE** (mention the two biggest benefits).

**SUMMARISE > CLOSE**

