

Sales And Marketing

Body Language Basics Course Outline:

Module One: Getting Started

- Icebreaker
- Housekeeping Items
- The Parking Lot
- Workshop Objectives

Module Two: Communicating With Body language

- Learning a New Language
- The Power of Body Language
- More Than Words
- Actions Speak Louder Than Words
- Case Study
- Module Two: Review Questions

Module Three: Reading Body Language

- Head Position
- Translating Gestures Into Words
- Open Vs. Closed Body Language
- The Eyes Have It
- Case Study
- Module Three: Review Questions

Module Four: Body Language Mistakes

- Poor Posture
- Invading Personal Space
- Quick Movements
- Fidgeting
- Case Study
- Module Four: Review Questions

Module Five: Gender Differences

- Facial Expressions
- Personal Distances
- Female Body Language
- Male Body Language
- Case Study
- Module Five: Review Questions

Module Six: Non-Verbal Communication

- Common Gestures
- The Signals You Send to Others
- It's Not What You Say, It's How You Say It
- What Your Posture Says
- Case Study
- Module Six: Review Questions

Module Seven: Facial Expressions

- Linked With Emotion
- Micro-expressions
- Facial Action Coding System (FACS)
- Universal Facial Expressions
- Case Study
- Module Seven: Review Questions

Module Eight: Body Language in Business

- Communicate With Power
- Cultural Differences
- Building Trust
- Mirroring
- Case Study
- Module Eight: Review Questions

Module Nine: Lying and Body Language

- Watch Their Hands
- Forced Smiles
- Eye Contact
- Changes in Posture
- Case Study
- Module Nine: Review Questions

Module Ten: Improve Your Body Language

- Be Aware of Your Movements
- The Power of Confidence
- Position and Posture
- Practice In a Mirror
- Case Study
- Module Ten: Review Questions

Module Eleven: Matching Your Words to Your Movement

- Involuntary Movements
- Say What You Mean
- Always Be Consistent
- Actions Will Trump Words
- Case Study
- Module Eleven: Review Questions

Module Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations