



Fawn Chang's Body Language Tips for Shop-at-Home Salespeople Episode #260

- Mirror your client's body language and be aware of personal space.
- Always try to sit on the left — it's the proven position for closing more sales.
- If dealing with two people sitting shoulder-to-shoulder, move around to break up their positioning.
- Watch for nonverbal cues. For example, feet pointing away from you means they are ready to leave, and steepled hands or crossed arms means they are protecting themselves.
- Avoid isolating chairs, as they can make clients feel trapped.
- Trust your instincts and create space between you and your client.
- If a client seems edgy, move to a countertop or bar where they can feel more freedom.
- Encourage movement, as it helps settle the body.
- Practice your scripts and choose words carefully, as they can prime your client's mindset.
- Convey the right sentiment through your tone, not just your words.
- Find something small to compliment your client on to build rapport, but be sure that it's genuine.