

If you are having trouble viewing this e-mail, [click here to view as a web page](#).



MARVIN MONTGOMERY'S

SALES TIP OF THE WEEK

BROUGHT TO YOU BY ERC



At least 60 percent of the messages we send every day are sent non-verbally. In other words, the recipient of your verbal message is paying more attention to your body language than they are the spoken word.

Have you ever had a friend walk up to you and the first thing they said was, "What's wrong?" You were sending a strong message non-verbally that something was bothering you. What kind of first impression are you making with your body language? Is it inviting, warm and personable? When I was managing stores for JB Robinson, I made a habit of watching the body language and facial expressions of my sales staff. Sometimes I would walk up to one of my staff members and ask if everything was okay. Of course, their response was, "I'm okay." That's when I would say to them, "If everything is okay, please let your face know, because you are scaring the customers away."

Companies that have inside salespeople should always have a mirror in front of the caller to remind them to put their game face on. You can definitely hear the smile on their face. Your body language paints a strong visual message. It's like the old saying – A picture is worth a thousand words. Make sure your visual picture is sending a positive message.

To book Marvin for your next training session or speaking engagement, contact Chris Kutsko at 440/947-1286 or by e-mail at ckutsko@ercnet.org.

This e-mail has been sent to: gene@edelmanplumbing.com. All future ERC e-mail communications will be sent to this address.



If you would not like to receive this e-mail communication in the future, or to change your e-mail preferences, please [click here](#).

If you would not like to receive any e-mail communications from ERC, please [click here](#).

©2010 ERC. All rights reserved.
6700 Beta Drive, Suite 300, Mayfield Village, OH 44143