



## **The CONNECTION™**

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### **Split-Second Selling**

If you want to know what people are thinking, seconds count. In fact, fractions of seconds—scientists have proven that even people who can effectively mask their emotions often use give-away cues like flinching, blinking or smiling. The problem is they only last for as little as 1/20th of a second.

The good news is that in studies people are really good at picking up these non-verbal cues—if they know to watch for them. Here are a couple of things to keep in mind:

- These signals are universal—a flinch is a flinch is a flinch, seemingly anywhere in the world.
- The more familiar you are with your customers, the easier it is to read these signals.
- You have to be watching for them, which means making eye contact when you deliver a piece of information or ask a question.
- The more different ways you ask a question, the more consistent the response is.

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