



The CONNECTION™

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Buying Signals

Socrates said, "Nature has given us two ears, two eyes, and but one tongue-to the end that we should hear and see more than we speak." When you're meeting with a customer, that's timeless advice.

It's not only important to listen on a sales call, but you should also observe your customer and watch for their non-verbal "buying signals." What's the message the customer is sending you in their body language? Are you getting non-verbal interest in your product or service?

Watch for those non-verbal signals: They may be as simple as a head nod, a smile, or sitting forward in their chair.

Keep your eyes on your customer, and you may be surprised at what you'll learn.

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