

A publication of  
**Winning Ways**  
*Developing Goals, Focus and Leaders*

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President and Founder

Joan launched Winning Ways, Inc. in 2001 after owning her own business since 1987. Winning Ways works with clients on strategic planning, executive coaching, professional development in sales, leadership and communication. We know that setting the right goals and achieving them will get you to the place you need and want to be! Creating the successful environment for you to reach your potential is what we bring to our clients. Combining a great attitude with the right skills and developed goals will create the success you have only dreamed about! Joan's expertise is in helping you find the solution to your business challenges.

This copy of Winning Ways is a gift for you from Winning Ways, Inc. We provide an environment that creates focus, momentum and success for long term changes in your personal and professional life through our strategic planning, executive coaching and professional development in sales and leadership. We help you achieve the results you and your business want! We are committed to helping you achieve your goals.

## Understanding Nonverbal Communication

A publication by joanfletcher Winningways, Inc.

Nonverbal communication consists of facial expressions, hand gestures, body positions, vocal tone, and pauses that mix with the verbal content of your messages. Only 7% of your communication is through words, with 38% being through the tone of your voice and 55% being through your body language. If 93% of your communication is nonverbal, it's easy to see that nonverbal communication has a greater impact on what is communicated than what we say verbally.

Knowing how to decipher others' nonverbal communication and be conscious of your own can be of immense benefit in sales relationships and many other business interactions. The nonverbal response is often involuntary and thus can be more telling when discerning the communicator's true reactions and thoughts.

Some body language is subtle; some is more obvious. Concern is communicated with a great deal of eye contact and an open position (i.e. legs and arms not crossed). Confidence is expressed by holding your head high and shoulders back and a confident stride. Fear and/or low self-esteem can be expressed through hunched shoulders, shifting eyes, and furrowed brows. Crossed arms and/or legs may indicate a "wall" regarding the problem or issue being discussed. Interpretation of most nonverbal communication is intuitive; how the body language or vocal tone makes one *feel* is the message, intended or unintended, of nonverbal communication.

Think about how nonverbal communication can impact the following situations:

- If a customer calls for advice and hears papers shuffling and typing in the background, will the customer think that you are truly concerned or disengaged?
- If a client is meeting with you to express disappointment, what do crossed arms and averted eyes communicate about your acknowledgement of the problem?

Your understanding and awareness of nonverbal communication will directly influence your sales performance as well as the attainment of your personal and professional goals. In an upcoming meeting, pay special attention to the message behind the words of the communicator. Notice his or her body language and vocal tone in addition to the words. At a meeting where you are the primary communicator, pay attention to *your* nonverbal communication; make a conscious effort to match your nonverbal message to your verbal message.

