



2019 MDRT Global Conference e-Handout Material

Title: Body Language for Sales

Speaker: Christian Chua

Presentation Date: Tuesday: September 3, 2019

Presentation Time: 1:30p.m. - 2:30p.m.

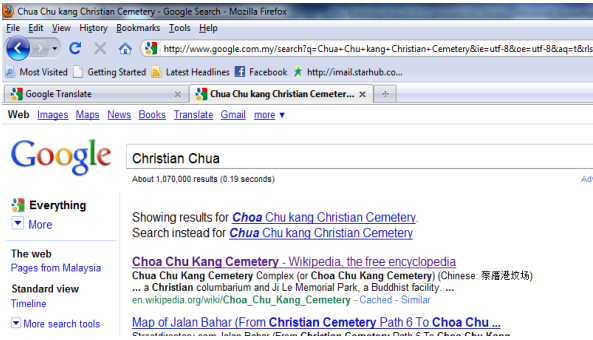
Session Room: ICC - Parkside Ballroom

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我们今天将学习的内容

- 什么是肢体语言，它有多准确？
- 如何读懂您的客户。
- 了解您的客户属于“热切型”还是“低意向型”。
- 了解您自己的肢体语言。
- 销售人员的最佳肢体语言是什么。
- 价值连城的非凡领导力。
- 面部解读。

常见问题

- 肢体语言能否隐藏？
- 肢体语言是否因文化而异？
- 肢体语言有多准确？































- 模仿一般肢体语言
- 模仿个性



- 消极信号**
- 不保持眼神交流
 - 后退
 - 有时进行更多自我触摸
 - 流汗
 - 手放在嘴上，用手挡住嘴或擦拭/揉搓嘴
 - 咬指甲
 - 假装咳嗽
 - 揉鼻子
 - 揉眼睛或假装眼中有异物
 - 吞咽次数增加
 - 不必要的面部触碰



您的微笑

-展露自信的微笑
散发魅力最快速简单的方式
它可以缓解不安情绪

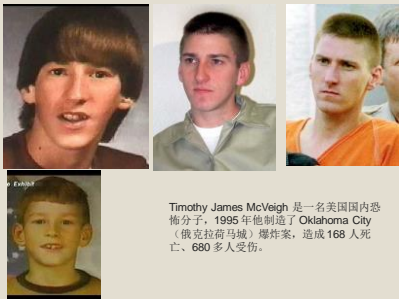






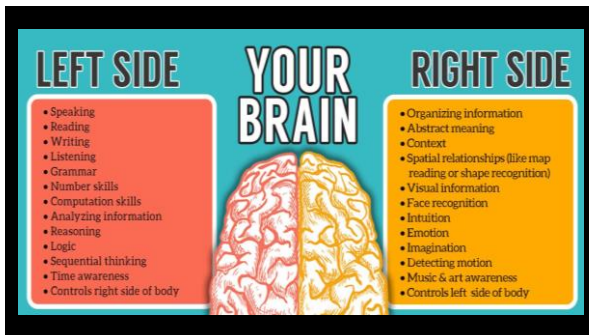


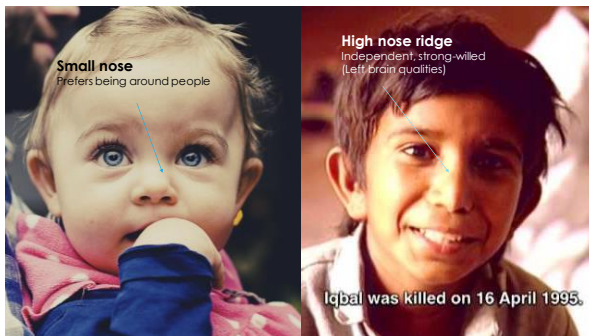
此物种源自相同的 DNA，但可呈现多种表现形态

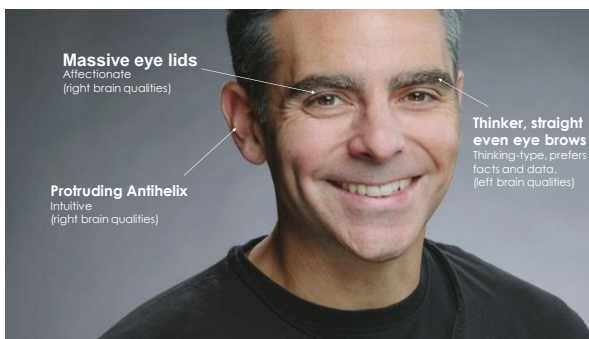


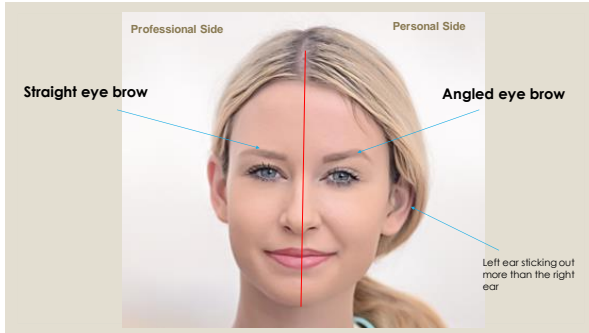
Timothy James McVeigh 是一名美国国内恐怖分子，1995 年他制造了 Oklahoma City（俄克拉荷马城）爆炸案，造成 168 人死亡、680 多人受伤。

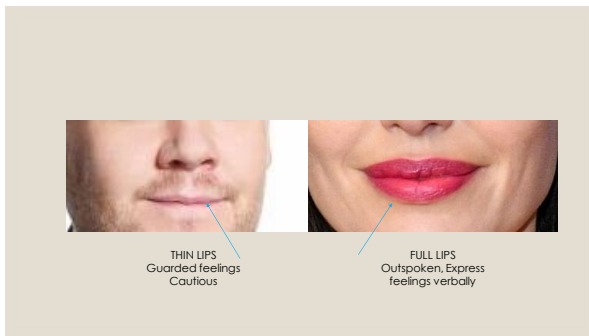


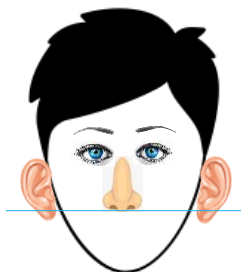




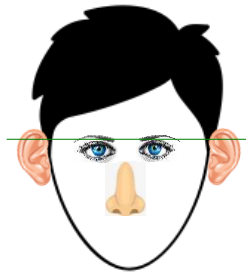








Low Ears/High Eyebrows
 Takes in information carefully, needs time to evaluate and check it out internally, good for long-term planning, does not change mine quickly once a decision is made, prefers wisdom over speed

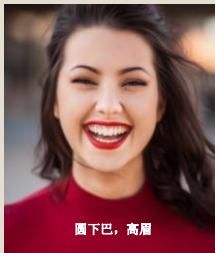


High Ears/ Low Eyebrows

Take in information extremely quick and processes quickly;
anticipates responses;
interrupts; can be mentally intimidating; he raises mental hard drive on non-essentials.



方下巴，低眉



圆下巴，高眉