

# RICK'S JULY 2025 NEWSLETTER

## BODY LANGUAGE

Reading body language in a retail sales setting is a powerful way to understand customer intent, comfort, and interest — even when they aren't speaking directly.



### HERE'S A PRACTICAL GUIDE TO HELP YOU READ BODY LANGUAGE EFFECTIVELY WHEN SELLING:

#### 1. OBSERVE EYE CONTACT:

- Good Sign: Steady eye contact often shows interest and engagement.
- Caution Sign: Avoiding eye contact may indicate discomfort, disinterest, or a desire to browse alone.
- Action Tip: If eye contact improves as you speak, you're building rapport.

#### 2. WATCH THEIR FEET AND POSTURE

- Good Sign: Feet pointed toward you or the product = interest.
- Caution Sign: Feet pointed toward the exit or arms crossed = disengagement or resistance.
- Action Tip: Mirror their body language subtly to build trust and connection.

#### 3. NOTICE HANDS AND ARMS OPEN PALMS / RELAXED ARMS:

- Signals openness and comfort.
- Crossed Arms / Hands in Pockets: Can suggest defensiveness, hesitation, or uncertainty.
- Touching a Product: Usually a strong buying signal — people often touch what they're seriously considering.

#### 4. PAY ATTENTION TO HEAD MOVEMENTS

- Nodding: Agreement and encouragement—time to move closer to the close.
- Tilted Head: Indicates curiosity or interest.
- Shaking Head While Saying "Yes" (or vice versa): Mixed signals—may mean they're not convinced.

#### 5. FACIAL EXPRESSIONS

- Smiling Genuinely: They feel comfortable with you.
- Tight Lips / Furrowed Brow: Could mean confusion, concern, or frustration — ask clarifying questions.
- Raised Eyebrows: Often means surprise or interest, depending on the context.

#### 6. MIRRORING BEHAVIOUR

- If a customer starts to mimic your gestures or posture, it usually means they feel rapport—this is a great time to gently move toward a close.

#### 7. TIMING AND PACING

- Slow, Thoughtful Movements: Indicates they're processing and potentially leaning toward a decision.
- Quick Glances / Fidgeting: May be a sign they're distracted, bored, or ready to leave.

#### 8. HOW TO USE THIS INSIGHT:

- Use open-ended questions to confirm what you're sensing.
- Adjust your tone, pacing, or product focus based on their cues.
- Know when to step back—sometimes giving space increases trust and allows the guest time to process their thoughts.

**NO ONE PERSON IS EXACTLY THE SAME.** Each circumstance and individual will vary these in body language cues. It is helpful to be aware of what body language can mean. Being sensitive to what their body language could be telling you. Navigating and re-assuring any concerns or uncomfortableness towards your best solutions and products for the guests best outcome and their needs satisfied. Once you win the customers confidence and your product benefits are experienced, you've won a guest for return sales and referrals as well.



### Rick Gioia

DRSG SALES TRAINER

Enthusiasm and passion brought Rick Gioia into the furniture industry nearly 30 years ago. As the former owner of Stratford Furniture and Sleep Centre, Rick was able to transfer his approach into sales, maintaining 70% of the area's market shares in bedding for 12 years. Lucky for us, Rick's generosity led him to share his energy and experience first as a motivational speaker at John F. Lawhon seminars and then as a member of the dRSG team. Rick specializes in training and will light a spark under any sales team!

### RICK'S TIP OF THE MONTH

Always be conscience of your guests communications, listening with your ears and eyes for both verbal and non verbal. This intentional care and interaction with each guest will reap great rewards for you, your guest and your store. Always excelling in providing the guest with the best buying experience possible will bring great rewards.