



MICT SETA accredited ACC/2011/07/066 Est. October 2003

College Africa Group – Body Language

Course Outline

Body language can make or break our efforts to establish long, trusting relationships. Our body language can help to reinforce and add credibility to what we say, or it can contradict our words. Understanding what signals you are sending, as well as being able to read the signals that your clients send, is an essential skill in sales and throughout our lives. What is your body language saying about you? Find out in this one-day workshop!

Body Language

To begin, participants will explore what body language means and how it can make a difference in our relationships with others. Participants will also brainstorm body language that can be related to trust and likeability.

Give Me Some Space!

This session will explore the concept of personal space and what distance is appropriate for professional discussions. Participants will also get a good understanding of appropriate space through an exercise.

What Is Your Face Saying?

Next, participants will learn about the different aspects of facial expressions, including smiles, head position, eye signals, and micro expressions.

What Is Your Body Saying?

In this session, participants will examine the meaning of gestures and learn how to use their hands to emphasize what they say. The position of hands, feet, legs, and arms will all be discussed.

Building Rapport

This session will explore some principles from neuro-linguistic programming to help participants understand and evaluate body language. Topics will include rapport, matching, mirroring, leading, and pacing.

Monitoring Your Posture

Good posture sends a likeability signal and a confident message. This session will help you get started on the road to good posture.

Dressing Up

Next, participants will learn why dress is so important and how they can use their wardrobe to help send a positive, professional message.

Shaking Hands

Developing a professional handshake is one of the most valuable business skills that a person can cultivate. This session will explore the factors of a good handshake, offer alternatives for when a handshake is not appropriate, and give participants a chance to practice a winning introduction.

How Are You Doing?

To wrap up the course, participants will role play a sales scenario and use their body language to make a specific impression.

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