

# THE POWER OF NON-VERBAL COMMUNICATION

We base our judgements of people primarily on their non-verbal communications, but it is easy to misjudge people because non-verbal communication is so difficult to 'read'. This course is more than simply an entertaining lesson on how to read body language. You will have the opportunity to explore the impact that non-verbal communication has on your customers.

## Benefits:

- Define non-verbal communication
- Recognise its importance in the total message
- Recognise that reading non-verbal communication is more than simply interpreting body language
- Recognise the impact of non-verbal messages on your business success
- Identify and apply seven aspects of non-verbal communication
- Highlight the role of non-verbal behaviour in our relationship with colleagues and customers
- Check with the sender of the message the meaning of the non-verbal communication
- Interpret and use your own non-verbal communication appropriately



## Target audience:

Sales and customer service staff and those wanting to enhance their interpersonal awareness and improve their presentation, business and interpersonal communication .



## Topics to be explored include:

- ▶ The non-verbal messages sent by your business
- ▶ The role of non-verbal communication in personal interaction
- ▶ Don't look now but your attitude is showing
- ▶ The seven aspects of non-verbal communicating
- ▶ Interpreting eye messages
- ▶ Interpreting body language
- ▶ Paralanguage and its impact on your message
- ▶ The psychological effects of colour
- ▶ Am I dealing with a potential buyer, or am I just wasting my time?
- ▶ Cultural differences
- ▶ Messages companies send
- ▶ Non-verbal barriers to success

## What's included?

*Instruction by an expert facilitator*  
*A highly interactive and fun workshop*  
*Participant workbooks*  
*Personalised certificate of completion*

**For more details on this, and other workshops,  
presented by Learning Insight contact:**

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