

Interviewer: [00:00:04] Hello and welcome to the science of selling podcast with me your host St John Craner. I set up this podcast to help yourself professionals and companies who want to be more productive and possible using lifelong learning through sharing really good educational content. So if you're a real company or person that wants to profit more this show is made just for you. Every three weeks on the show we will be interviewing different guests who are experts in their field of sales, marketing or branding. They'll share their specialist knowledge insights review to help you and rural business wherever that might be in rural New Zealand to secure more sales. Today on the show, we are very lucky to have New Zealand's best recognised and most foremost body language expert and nonverbal communication analyst, author and executive coach Suzanne Masefield. Suzanne is a body language analyst for TV1 Seven Sharp, Close U, Breakfast, Sky TV and the Herald on Sunday newspaper. She was TV1 and TV3 go to body language expert for the last two U.S and NZ elections. Her impressive and extensive client list includes Sky TV, New Zealand Rugby, HSBC, Spark, the BBC, TVNZ and Nestle. Her work takes up all over the globe. So we're really lucky to have her today on our show and for her to share her wisdom with us. So we're very grateful. And Suzanne, welcome to the show!

Suzanne: Thank you for having me. It's great to be here.

Interviewer: [00:01:35] Great. You're our first victim or I should say our first guest on our podcast show! I just wanted to say thank you for joining us and the listeners new audience and sharing your wisdom moves, because I know you're a very, very busy person. And it's a yes, fantastic, have you here.

Suzanne: Oh, it's great, it's exciting. I'm looking forward to it.

Interviewer: [00:01:59] Good. Good. So Suzanne, before we get into it, can you sort of help our listeners understand a bit more of your back story; how did you get into this field of non verbal body language? What triggered it, what happened?

Suzanne: Oh, it is a process really, I was head of the UK sales in big American corporate in the UK. And I hit burnout. And I decided that I was going to start to study what made people well, what made them sick, what was made them good communicators. And really study what made someone successful, not just purely from business point of view, but from a personal point of view to so that you've actually got that balance. And so I went into studying the body, I learned more about communication, I'd already been involved in training a lot in the environment I was working in. And then I studied to be a counsellor, so I could understand what was going on, you know, mentally and emotionally to people, and then I studied body mind analysis, which really joined the dots for me. And it was really about really recognizing how everything we think and feel is a reflection of what's going on in our body language. And our body language really doesn't lie. You know, it really is a mirror of what's going on, on the top level,

but also what's going on unconsciously and what isn't being said. So it's really, really powerful tool to a recognize, you know, your own body language and how you come across to other people, but also to be able to pick up those subtle and not so subtle cues from other people.

Interviewer: [00:03:36] But that's great, because you probably asked my first question they're already Suzanne, she's brilliant. Where do you think people get body language wrong most, because, you know, when I think about body language, some people think it's a bit you're mimicking or a bit trickery, what are the ways in which that people get body language wrong, or reading it, or they just not aware of that in the first place?

Susane: Well, I think you've touched on both things that are, you know, number one, a lot of people are really not that aware of, you know, how they're coming across themselves, and focus mainly on observing other people. But if they're not really present within themselves, the chances of them picking up choose accurately, are quite diminished. And then you've got the other aspect of things where, you know, people do think, "Oh, my gosh, this is a trick or its magic, or it's a load of [unclear 00:04:28]." But again, this is a science that's been going on since Charles Darwin, there's a lot of research in Harvard University, it's incredibly impactful to actually understand about these things for yourself, but also to, particularly if you're in business or sales to be able to read your clients really, really well so you can positively influence them, and, you know, sway them to what it is that they actually need that you can provide for them.

Interviewer: [00:04:58] So Suzanne with that mind, what are you-- could we maybe start because I know you do a lot of this in the sort of field of micro expressions, maybe you would be a beginner with our plates, like me, or some of our listeners, could you maybe explain that concept of micro expressions to us?

Susane: Yeah, sure, my expressions are many facial expressions that cross over the face within a fifth or 25th of a second. So it's really, really fast. And most people don't actually can't identify, they recognize something's happened. It's an emotion that's passing over the face. And again, it can be conscious, or it can be something that someone's feeling unconsciously but it's bringing up to the surface. So you really need to study to actually recognize these and I do this with Sky City Casino training their surveillance and security guys and also with some of the casinos overseas to spot deception and be able to read emotions. And even though some of them are trained, you know, 20 years experience their top level when we start to actually read them to actually be able to read the micro expression, when I test them at the beginning, the top level that they can actually do is about 15%, whereas your average person is between five and 10%. But by the end of the training, you know, we sort of up to, well, certainly with Sky City, we're up to 80, and some of the top levels up to 90%, whereas your average person, you can get up to about 70% within a short time frame because you actually showing them what to look for. And it's a very

useful in sales, you know, if you've actually got someone that is telling you that, yes, they're interested and their actual physical body language is showing that, yes, they're interested, but the show maybe a micro expression of fear, or they showing a micro expression of anger or surprise, you know, that could be really useful to know that, to be able to pick that up and say, I wonder, you know -- asking them some effective questions around that.

Interviewer: [00:07:05] Yeah, and that's a nice one. This is because it brings me on to that next point around. What are the sorts of most obvious things in a sales situation for us and listeners, where we can recognize nonverbally, that someone is engaged and involved in what we are talking to them about?

Susane: Yeah, sure. Well, I mean, the obvious one is that they have what we call open body language, where the arms are crossed, the head is facing you, their eyes, and they're looking at you in the eyes. And again, we have to be mindful of cultural awareness there, but they are actually engaged with you, their whole body, their head, their shoulders, their belly button, and their feet are facing towards you. If any part isn't facing towards you, then part of their interest is elsewhere.

Interviewer: [00:07:54] So, on that season, you know, again, if we're in a cell situation, then we're talking and I'm pitching to a prospect, do you sometimes see conflict in body language, like you talked about that they could be leaning in and facing you, but at the same time, this micro expressions that are telling you different things, does this conflict occur in body language context?

Susane: Yeah, totally. I mean, you can have someone with their arms folded, but they're smiling, you know, if they're not totally open, they're not going to buy from you, it's as simple as that, you've actually got to get them open, you know, and there's some simple ways that you can actually get them open, but the key here is, it's not just about observing the other person, it's about getting yourself really comfortable in your own skin, and recognizing your own body language, so that you can make that other person really comfortable. People don't actually think to do that, they often prepare their pitch, the words they're going to say, you know, the negotiation aspect, but they don't think about the physical body and how they coming across, or even their clothing. If you're going to talk to a farmer, he's likely to be in maybe some very relaxed or work clothing for you to turn up in a really, really tight, neat suit with all the bells and whistles, you know, there's a mismatch there, you want to as much as possible like with like, you still need to dress in a smart way so that there is a respect element there, but it needs to be in keeping with whoever your client is.

Interviewer: [00:09:28] Yeah, I think we call it in the trade shiny shoes with Turner then usually not to welcome though that's a nice little insight there. What I'm picking up on the very interesting is, again, for beginner like myself or listeners that want to understand this subject more deeply, is that when we talk about body language, we often assume that we're

talking about the other person but what you got to focus on yourself first and understand how you're coming across in order to understand how others are coming across to you. Is that-- am I getting it all out or?

Susane: Yeah, totally. I mean, you know, there's the head level focusing on yourself where you have open body language, you mirror and match that other person so that makes them feel comfortable because, you know, like, like, so like. If people like each other, they tend to mimic each other unconsciously often, and their body language seems very similar and then someone who will copy the other person often they don't even realize they're doing it but you know, getting yourself really comfortable and noticing if you're a big talker. A lot of the rural company environment is not-- they're not really big with words they have less words you know, they tend to speak much more slower than gestures, they won't do a lot of gestures they will be less but they will be more meaningful when they do them. So it is a cultural difference between town and country. It's important to know that if you're more a townie and you're working with people that are more from the country and give them space to actually make a decision. Don't just fill the gaps with words.

Interviewer: [00:11:13] That's really interesting in like, when we do following panels and we talk to clients we say one the protocols is you let that farming customer complete their sentence because sometimes they're still thinking about what they're saying and the other thing you're saying they're useful is that when you're tuning into that farm, or that rural customer in a provincial setting, which so often normally are is that they might not be saying much but their body saying a lot?

Susane: Their body is often saying a lot. And the stillness can also be them saying a lot, you know that actually considering this. Generally, when people are making a decision or processing, they do some hands, face gestures, or chin rubbing. Chin rubbing is a great one, where people are actually making a decision and once they've actually stopped chin rubbing, they have made that decision. And depending on whether their body language is open or closed prior to that, the decision is for you, or against you, basically. So there's some little things that you can actually think about. But it's also giving them space. Don't get too much in this space, you know, give a little bit of distance because they are used to working across a field or whatever, they don't have people bang in this space.

Interviewer: [00:12:28] Yeah, and I think that whole distance is an important thing as well. Interestingly, again, are probably need to be tailored here Suzanne but that interesting thing around you took around mirroring and matching? Is it nice to be done very subtly, because it in there that subject of leading so when you're wearing a matching the lead, you know, what's your view on when, you know, there's some suggestions or practices and say that actually, the probably the most subconscious and most subtle way to create rapport is to match the breathing of your prospect. What's your view on that?

Susane: Yeah, that's great, if you're close enough to actually recognize that. But if you're dealing with a farmer, and you're a bit of a distance away, you might [unclear 00:13:10], you know, I think it is really, you know, people that are in the rural community, they tend to have wider stances. So it's just having that awareness of what their body is doing, and match it wherever possible. That doesn't mean you have to do head to foot, you know, it's actually start with one area. And the key is from my perspective, in a sales environment to start with, let them lead, you know, a lot of people say, in sales you lead, but actually let them lead get comfortable with you. So if they start with their arms folded, you know, just have one arm across you so that you're not totally open and they're closed, because, again, you've got a mismatch. It's really about getting that sense of connection and the best way to do that is yes, from your mind, yes, from your body language. But, you know, take a deep breath, feel the ground underneath your feet, get connected to the earth, they're connected to the earth these people [unclear 00:14:12] yourself down, and then you'll slow down, and you'll be in sync much more in sync with them than you ever could be if you're just thinking about what you're going to do or what the body languages is. It helps you relax, and then it all becomes a lot easier.

Interviewer: [00:14:28] Yeah, this is making a lot of sense. So if you're in a situation where you're rocking up to retail merchant or a farm, do you have to sort of I'm not talking to that Amy Cuddy power poses. But do you have to sort of set yourself-- get yourself set get yourself in a zone in terms of tuning into your own body first before engaging and they had assess the body language and read the body language of others. How would you go about that before that first meeting?

Susane: Definitely. To me this is about building a muscle you know, you can do as amulets at the bottom of the cliff, or just before you go to a meeting. But really, I call it press pause is actually taking stock, start your day, feeling your feet on the floor, hand on your stomach, take a deep breath down, and just really connect into your stomach. Because often, you know, particularly for anxious or busy, we're working from our mental and we've cut off a lot of our emotional, we're just in action. So in mind, an action but we're not connected emotionally. And actually, people buy from connection; people buy from people they like so getting that emotional connection by breathing into your body. And just really set settling yourself down and thinking about, you know, what's the most important thing for me to get from this meeting, which could be that you literally just get a connection with that person, and the next phase is that you're going to sell to them because relationships, Craig natural refer, that's the bottom line. So you get stopped developing that relationship with your own body and how you're responding or reacting, then it's much easier to pick up those subtle cues from someone else. And also, you know, you get more charisma, people actually feel much more comfortable around you, because you're settled, you're not in hyper drive, trying to get the result. You're actually connected to what their needs are as much as anything else.

Interviewer: [00:16:27] Yeah. And again that's talking to me, because what you're saying is, you have to kind of first get a relationship with your own body before you've got a relationship with someone else's, right?

Susane: Yeah, totally, totally. And, you know, this is something that I've been teaching when I first started training the surveillance guys at Sky City, you know, they wanted me to teach them to spot deception, and criminals, and all that type of thing. And as well, if you want me to develop courses, we need to do the presence piece first because otherwise, people are reacting from whatever's going on in their life, where they've just rushed from-- been in the rush hour have had an argument with a husband or wife, or, you know, they've got a prejudice or there's a cultural thing, there's a lack of awareness, if you do the presence piece, and just get that simple sense of connection, then when we teach the parts about picking up cues, they can do it on a much more instinctive, intuitive basis and that gut instinct elevates as well as the technical aspects of things which get better results really, really fast and New Zealand Rugby saying, we did all this with New Zealand Rugby.

Interviewer: [00:17:39] Tell us about New Zealand Rugby, but what were you teaching there?

Susane: I was training the elite coaches and the Mighty 10 coaches. And then we did -- we took it across the board with all the provisional coaches to, you know, understand their own body language, to see how they were coming across, and then how they could influence their players, how they could pick up cues quickly if someone was struggling, or they needed some support, or they needed some help, and how to manage people in a way that was much more effective as opposed to aggressive or dominant, because a lot of the coaches they hadn't been brought up with that, there was a lot of dominance and it wasn't always working rather than influencing. And so I ended with me talking at Eden Park, the whole series that we did at Eden Park with Graham Henry, which was very cool. And his body language is very nominated, but he didn't white out.

Interviewer: [00:18:40] Well, Ted like farmers. He doesn't use many words either, does he?

Susane: No, but he's got a great sense of humour and that's what my experience with farmers when we were-- we had some land up in why Pooh was you know, there is a great sense of humour sitting underneath everything for lots of people, because they have to use that because often their lives are actually quite tough.

Interviewer: [00:19:02] Yes, very much so. Very much so it can be a lonely place out there.

Susane: Yes, exactly.

Interviewer: [00:19:07] Suzanne, when I asked that question. I mean, you know, you gave us the statistic earlier of those micro expressions where even trained police officers that are now working in security, Sky City Casino would have been you talked about and going from 15% reading micro expressions, accuracy to 80, that's a phenomenal job. But I mean, the common public like you-- like me, I should say, not yourself, because you're off the scale. But how it's amazing how poor we are at reading signals and fuse and it's such a deterrent an inhibitor for us to being able to connect. We talked about self-awareness in an emotional sense. But we're not talking about self awareness and a physical being said, so we either but the two are very connected do not lie.

Susane: It's all connected. I'm a great believer, you can't study body language without having an understanding that it is a reflection of what you think and feel. It is like car you wouldn't expect to have an engine and the carburettor and have not connected somewhere along the line. And so I called mental emotional and physical is all connected, but we don't have an awareness necessarily of that and you can do that through thinking how am I thinking about this situation, how am I feeling about the situation and what is my body language doing right now. So you can change how you actually feel by standing in the power pose elevating your testosterone all lowering the quarter, you can also impact by closing up and that again, look increases cortisol and lowest testosterone. So, a power poses great thing to do if you're feeling a bit nervous about going to visit someone, or you need to get focused, if you just do that, before you go and visit someone for two minutes, it just helps you feel strengthened.

If you're going to deal with somebody in the rural community and visit them in their environment, think about standing in that power pose and really just connecting with the land because it really stabilizes you and then you can go in and think about, well, what is it that this person needs most from me? Obviously, you're there to sell a product or a service, but what is the step before that, but they need most me they need you to be open, accepting, recognizing what's going on for them picking up those cues so that you can ask the right question to draw out of them, what it is that they need and how you can help them?

Interviewer: [00:21:44] A lot of my other clients and people that I work with our rule ourselves or marketing professionals, they usually have come from the land, they're very familiar and we probably been talking in a sort of more urban rural setting but sort of moving the conversations that stages, I since when I look and I observed sales teams as they actually aren't really tuned in, they're so focused on getting it's like show up and throw up there, so keen to get their point of view across, they haven't taken stock to use a rule term, I hadn't taken stock of what's going on with the recipient of their message.

Susane: This is where it's something that I do a lot with sales teams when we do training is to teach them interruption cues and that's a really good indicator that someone is not on board with you or they've got

something to say or they've got an objection or something like that and at that point, zip it, you literally have to zip it. And a lot of sales people struggle with that, because they are very focused on whatever their pitches what they're going to say, and they miss those cues. And that can be as simple as someone just putting their hand or even a finger to their lip, or it be any hands face gesture, there's a lot going on, or a slight turn away from you, with the foot or the shoulder that is telling you something's not resonating with them, at which point, take a breath, be quiet, and then ask them what is it, what exactly are some of your challenges, that I may be able to help you with? Some simple questions like that.

Interviewer: [00:23:25] you're getting those really nonverbal cues that can kind of help navigate your-- because it's not like following a script. We all know that, it needs to be a natural flow, and you feel you need to be in sync, and you need to connect with that audience. And, as I say, the thing that striking me here is that if you can get the nonverbal, because what's the statistic they say, sort of 60 70% is nonverbal, and then tone and then physical. Can you--

Susane: I totally agree with that. And with people even more body language, that would be even higher in the rural community because they do talk less, they use words less, they use actions more and they are generally there's always differences, but generally they are still, they're more still, they don't always have, they're not talking to people all day long, necessarily. So the key here is listen more to the body language.

Interviewer: [00:24:29] Yeah, I think that's I think that's a key takeouts isn't it, because they say lists, what they say matters when they say it but also, their body language is telling you way more than they're telling you verbally.

Susane: Totally, and they're processing often particularly because they're not necessarily going to think about exactly what they want to talk about. And it may mean that you come back to them, I think that's really something to think about that you can leave them with something rather than have to have them make a decision there and then.

Interviewer: [00:25:07] Yeah, absolutely. So, look, I wanted to get a couple of couple of tips. I mean, you have hits to talk to us, and we don't have that time but you talked about 10 rubbing is a sign of what processing thinking?

Susane: Particularly around decision making, chin rubbing, often. And particularly, you will find this quite a bit with real people. Chin rubbing is often when they're making a decision also you can have an evaluation Q, where they've got the head like an L shaped where the thumbs underneath the chin and the other fingers along the side of the face. And if they've got a finger in their mouth, or just touching their mouth, there's often negative processing going on. So they may have a question or a doubt there, anything that's going towards mouth, ask

them if they've got some questions, there is some concerns that they may have.

Interviewer: [00:26:04] that's good, because obviously when that finger hands go near the mouth, it's almost like they are subconsciously trying to stop something coming out?

Susane: Stop something coming out but also it can be a pacifier where they're actually trying to, they're uncomfortable with the conversation, particularly fingers or even a pen in the mouth or anything like that, but it's usually a negative thought pattern that starting to create and may not be about you, it could be about can I afford this? It could be any of those things. But it is an indicator for you to actually ask an effective question at that point. Maybe just take a breath notice if they keep doing it, and then just asked, what might be some of their concerns?

Interviewer: [00:26:47] what about when someone scratches the back of the head? What are they doing there?

Susane: Well, scratching the back of the head or the back of the neck, neck. Often, there's some frustration there. I mean, obviously, if you've been setting to computer the whole time, we have to think of context tear, not especially computer; it could be just that they've got a stiff neck. But if they suddenly going to, particularly you bringing their hand there are now into like a tea pot, so you've got your hand on your head with one hand, and then put the other hand but my minute there's some frustration happening.

Interviewer: [00:27:22] I could see that happening with farmers a lot sometimes. I think I can literally see that happening. Now, Suzanne, another one around, I've always been intrigued by this. So hopefully you can help me out. I've always wanted know the difference between, maybe it's not in a rural setting, or farm and sitting but when people rub their hands slowly, and when they rub their hands fast. What's what are they telling us? What's that communicating?

Susane: When they're rubbing their hands together, it generally means that two things it could mean it can mean that they want you just hurry up and get on with it. And they're ready to go. They're ready to make the deal. They're ready to get on with it. Or it could be that they're really excited about it.

Interviewer: [00:28:05] it's like they're arouse, they're activated and they're engaged? Did you know sometimes someone's might be selling you something, and they want to sit you down in the restaurant, the waiter rubs their hands really fast, but what happens when they rub their hands slowly? What's going on there?

Susane: We call this intention Q. So it's the intention of what they wanting to have happen when they're rubbing their hands together slowly and saying, "Oh yes, that's a really good deal, or whatever it is." The

chances are that actually they're thinking they're going to get more out of it than you.

Interviewer: [00:28:36] so if I sum it right, when they're rubbing their hands fast, they're genuinely excited for you. And when they're rubbing their hands slowly, like maybe used car salesman, I'm sorry, or the used car salesmen out there, this very good ones, that's usually more self serving?

Susane: Yes. Self serving then the rubbing the hands can also mean hurry up, get on with it. And you need to take notice of that. If you're labouring the point, you're telling the same thing again, they may have made that decision and it's like, "Yeah, let's just get on with it."

Interviewer: [00:29:09] Yeah, a couple more, because we're going to just give the listeners a couple more here. And then we'll wrap up a wee bit because this has been super, super little insights and tips from you, Suzanne, and I will, we'll get some more in a minute. You do a lot in leadership presence, don't you? Tell us about because I very really witnessed leadership presence. I've seen it a few times but tell us about it because I think you can sense it when someone comes in the room. Tell us a bit more about that.

Susane: Number one, they're very comfortable in their own skin. Number two, they're usually very flexible, so they can adapt to the situation quite quickly, but also hold their own centre, it really is about getting very, very reconnected in your body, but also with what you're thinking and you're feeling and they're very connected emotionally. That sounds strange but we cannot avoid emotion when we're connecting with other people because the emotional brain is twice the size of the logical brain yet we're not taught these things in school and we often avoid emotion because we think it's a touchy feely thing but actually people buy on emotion they buy on connection. So actually understanding your own emotions and your triggers, people have presence when they're able to have a reaction to something and then settle it down very quickly so they can create a response rather than a reaction, not get angry, they just take a breath, they connect with themselves, it doesn't mean they're never angry, just means they can manage themselves really, really quickly but this is about developing a muscle, it's about going on a marathon rather than a sprint. There's very few people that have this naturally but it is something that can be developed and it's about number one is about awareness and it's about being willing to really connect with what's going on for you so that you can connect better with others and influence them in a way that elevates them as well as creating win wins really, it's your ideal.

Interviewer: [00:31:24] I think as you've been talking to me about that I've never remembered who that person was that had leadership presence and she's well known the x chairwoman of glam core, Her name is Tracy Whopper and I've seen it coming to conferences room Suzanne and it's almost like she's regal and she comes in and literally the attributes you're talking about there that deeply connect emotionally connected,

comfortable in our own skin flexible to the scenario questions or audience and it was like she was slow moving. She's bonded the room and I hardly see it. You see it, you probably saw with Ted...

Susane: He's definitely got a domineering presence.

Interviewer: [00:32:15] that's probably as headmaster.

Susane: Yeah, he's got a lot of lovely humour, he's a great guy. Leadership presence, no, I probably wouldn't put him in that category but it is also about people liking being in your presence, they feel settled and comfortable in your presence, you actually make them feel elevated by just being around you. It's like a magnetic presence. And it is something that you can generate but it does require you to do some work around empathy, curiosity about others, wanting to understand about other people, but really knowing yourself and really communicating from your centre that you practice every day, not just when you go and connect with people.

Interviewer: [00:33:04] Yeah, and it's talking about that muscle memory that you refer to earlier, something that you build, is not?

Susane: It is definitely, I always think of it whenever I do any of this work with anybody, I say, "let's just start with a practice." Let's just practice this because we're on a marathon, not a sprint and it is about developing that. And often people want to learn something, absorb it all, but they don't necessarily integrate it. And what I would say to anybody listening to this is just take one aspect of what we've talked about today, and practice that for a week. Don't try and fit it all in but get that to a state of where you feel comfortable, and you feel like you're starting to master it before you move on to the next stage because that's integration and mastery.

Interviewer: Yeah. Well said. Couple more for you, Suzanne, and then we'll love you and leave you, handshakes, the art of the handshake. This is an interesting one. I've had bone crushes, I've had with fish. Tell me about the art of the handshake? I reckon that's another whole show or podcast. You could almost talk about that, because it's such a big ritual and part of our society in Western culture, but the art of the handshake, what's your view on that?

Susane: The art of handshake, ideal is web to web, and equal power. And if you want to take, the leadership role, your handshake needs to be 10% firmer, that's all no more but the great thing about handshake is it tells you straight away where the other person is at. From a learning point of view, whether they're giving you, they could be old school and they were taught firm hard handshake, I've had that with a lot of the surveillance guys, particularly the older ones, where they really almost rip your hand off. And I'll just say, "Uh, interesting handshake." It brings it to their awareness because often they're not even aware, that's what they were brought up with. That tells you old school that tells you they want a traditional approach to how you connect with them. If

you've got someone that dominates, and puts their thumb really hard down on the top of you, or actually comes in with their hand above you, they're going to want to dominate the situation. So from a sales point of view, that's not ideal, you don't want them to dominate, you can actually subtly move that around, or you can step forward on into their space on your left foot. And immediately, you can twist their arm slightly round without it being hard work at all, because they're so focused on the fact that you've got into this space, and immediately, you've readjusted the power balance.

Interviewer: [00:35:56] Yeah, that's so true because we've seen the Guardian example, studying Donald Trump's handshakes is, with handshakes and Justin Trudeau, from Canada, and so on. The last question, if someone's in a meeting room and you're with a prospect with best place to sit?

Susane: If you're in first, ideally, you want to have your back to the door, that's where most people tend to sit, but if the other person's sitting before you, and it's a new prospect, I would sit on the right hand side, because the right hand side is the logical part of the body. It's the left brain and it's less threatening. If you sit on the left side, this is if they're left handed, you sit on their left hand side is the emotional side and it can make them feel vulnerable, in which case they won't open up so quickly to you.

Interviewer: [00:36:48] that's a piece of gold, isn't it? About left and right and the fact is, if they give you a handshake, they're going to shake either right handed or left handed, if they're left handed, you sit on their left and right hand, you sit on their right, correct?

Susane: Yeah. And ideally, in a 45 degree angle, you really want to not have a barrier between you like a table. It's quite handy to have a table there, but if you can sit in a 45 degree angle that works best for men and women.

Interviewer: [00:37:21] yeah, absolutely. So Suzanne, you've been extremely generous with your wisdom there. And I suppose if you had one piece of advice to rural sales professionals out there, recognizing that a lot of them already have the land or they come from a farming background, what would that advice be and why?

Susane: I think the biggest thing for me would always be thinking about your own presence and who do you want to be going into this environment? And what might that look like in a body language context? And what do I need to do to prepare to be there to get that connection with that other person? That would always be where I would start.

Interviewer: [00:37:59] fantastic, because I picked up a heat from here, the things that I'm picking up is that you're the physical even though you might not be saying it, the physical manifests itself. So the emotional manifests itself through the physical, your body telling you things that

you're not verbalizing. And we talked around chin rubbing, which is a sign of interest and consideration and processing and how we talk around letting prospects lead, we talked about the art of the handshake, which is really interesting. And I really love that, that was a really good one around ways to sit and first prospect meeting, if they sit first and if they're left handed, you sit on the left and if they're right handed, you sit on the right, because obviously, if it's on the other side of the dominant brain, that is conflicting, that is hard work emotionally for them.

So Suzanne, this has been bloody awesome. Great first session, I've always been really intrigued by body language. I think it's sometimes very misunderstood by people and probably has connotations that I think, do it a disservice but so if people want to find out more and go a bit deeper on the things like leadership, presence and micro expressions because you're the expert, how do they get hold of you? Where can they find out more?

Susane: Okay well, you can go to the bodylanguagecompany.com, that's the website and we also have an online course signalstosuccess.com which is in companies all around the world and that is a body language relationship emotional intelligence course that you can do online on your own or you can do it within the company, your companies often buy it and put it across the whole company, there is a certification but you don't have to do that and there is also a sicknessstosuccess.com micro expressions or if people want to have me come and do trainings for their company, then they can contact me through the bodylanguagecompany.com website on the contact area.

Interviewer: [00:40:12] Fantastic. And we're probably going to see you jump up on TV three or TV as a breakfast. I often see you there studying, being the body language expert on royal weddings and the bachelor and politicians and I honestly I find it it's a subjects is very fascinating. I honestly believe it's like a not a jade iPad, but it's a superpower for salespeople. It's another string to the by which they can properly understand how they're coming across and when you're in tune with themselves, they can understand when they can read themselves, they can read others, right?

Susane: Yeah, totally, the more you understand about yourself, the easier is to pick up the cues from other people, because you actually recognize it on a physical level and you see it and other people far quicker.

Interviewer: [00:40:56] Yeah, that's self awareness, isn't it, because emotionally we're so often a lot of us, including me, very and emotionally aware, self aware of how we come across in our tone on the classic, but also and that's a podcast for another day but it's more around being really, really aware of your body and the language of that sending to others before you can then learn what was here.

Susane: yeah, totally. And that, that also helps settle you down, it helps slow you down. So your stress levels go down. There's so many benefits to

really becoming aware of your own body language from your relationship perspective, as well as from a professional perspective.

Interviewer: [00:41:42] Fantastic, Susan, it's been brilliant to have you on the first show, again, we're hope we're going to have many more maybe and a few more shows you might get you back but I wanted to say thank you very much. For the listeners, I'm sure they got a lot out of that. There's some real little gems in there. And it's been great to have you on the show.

Susane: You're welcome. Thank you very much for having me.

Interviewer: [00:42:04] thank you, Suzanne. So team that wraps up the show on the science of selling podcast, I hope you've enjoyed it and I hope you learned something along the way that you can apply to your real business or your hotline business in New Zealand. In the next few shows, we're going to be talking about the importance of search engine optimization or commonly known as SEO and how you relate it to Google. We're also going to be talking around how to create content that customers crave because content really is king when it comes to marketing these days. And we're also going to look at the future of the ad agency model into core, so it's been great to have your company, please remember to subscribe to us on the iTunes using the subscription button or subscribe button and we're seeing you again soon. So thank you for listening and bye for now.