

Book Synopsis on

“Strictly Business Body Language”
‘Using Nonverbal Communication for Power and Success’

by Jan Latiolais-Hargrave

(Synopsis by Gary Tomlinson)
Women’s Edge – September 2007 Issue

In the last twenty years a great deal of research has been carried out in nonverbal communication. Dr. Albert Mehrabian, a noted researcher in the field of nonverbal communication, found that the total impact of a message is about 7 percent verbal (words only), 38 percent vocal (including tone of voice, inflection and other sounds) and a massive 55 percent through nonverbal expressions. This means that only about 7 percent of the meaning in any conversation is contained in the words spoken. The majority of information is communicated by means of a complicated mixture of appearance, posture, gesture, gaze and expression. This means the body, the communication channel over which we have the least control, and understand the least, has the most impact.

Understanding silent speech is important to all of us. It significantly affects our chances of succeeding or failing in any encounter, whether personal or professional. In her book, *Strictly Business Body Language – Using Nonverbal Communication for Power and Success*, Jan Latiolais-Hargrave will give you the answers and the rules of nonverbal selling power. You will learn the language of the body and understand that every time you talk to someone your body supplements what you say with dozens of small gestures, eye movements, changes in posture and facial expressions. This book is a guide to a unique method of communication that could change your life and turn you into a skilled negotiator. You will learn how to:

- Read your buyer’s key nonverbal signals and use the amazingly simple five-part body scan called ‘Nonverbal speed reading.’
- Pinpoint sales resistance and turn it into your advantage.
- Determine which selling strategy will put you in the strongest bargaining position.
- Identify the thought processes of the man who straddles his chair or the woman who holds her drink with both hands.
- Locate the most tactical seating position to take control of an interview or negotiation.
- Recognize verbal objections before they are expressed.
- Close more sales and increase profits.

In her book, Latiolais-Hargrave has summarized many of the studies by the leading behavioral scientists and has combined them with similar research done by people in other disciplines – sociology, linguistics, anthropology, education, psychiatry, family counseling, professional negotiating and selling. To make it immediately useful as

possible, she has extracted twenty-five basic rules for successful silent speech. Rules such as:

- Manage every second of a first meeting. Do not delude yourself that a bad impression can be easily corrected. Putting things right is a lot harder than getting them right the first time.
- Use the smile most suitable to the situation. Smiling inappropriately can create as negative an impression as not smiling at all.
- Never stand directly opposite an unknown male or adjacent to an unfamiliar female. With a man, start at a more side-on position and gradually work your way around to a more frontal one. With a woman, adopt the opposite approach by starting the encounter in a frontal position and then moving slowly to a more adjacent one.

Latiolais-Hargrave's main wish is that by the time you reach the end of her book, you will have a clearer idea of what is meant by the term 'body language,' what kinds of behavior it includes and also, from their omission, what kinds of behavior it is not meant to include.

The entire book considers the role of body language in personal development, with discussion to its role in the area of sales and interactive skills. It examines how effective use of body language can contribute to personal growth and better performance during sales negotiations. In addition, the role of body language in the development of synergic relations is explored, together with its role in establishing rapport, empathy and a sense of togetherness.

This book was originally intended as a working manual for salespeople, sales managers and executives, but any person, regardless of her vocation or position, can use it to obtain a better understanding of life's most complex event – a face-to-face encounter with another person.

You have been reacting to nonverbal communication signals and sending out your body language messages all your life. Responding to these signals in a positive manner instead of reacting to them in a negative way will provide you with an enormous competitive edge. By doing so, you've just added 93 percent to your communication potential.

Enjoy this month's selection, *Strictly Business Body Language – Using Nonverbal Communication for Power and Success* and share it with others in your life because as Alvin Toffler says; *“The illiterate of the 21st Century will not be those who cannot read or write, but those who cannot learn, unlearn, and relearn.”*