

## SELLING MAGNETISM

By Lisa Gschwandtner

Are you the kind of person who walks into a room and says: Here I am! or, Oh, there you are?

Joyce Newman, president of The Newman Group, has been helping professionals improve their confidence and communication styles since 1975. She offers salespeople the following tips for turning an impression of weakness into one of power and influence.

- Pay attention to your body language. “If you’re in a meeting with several people and everyone is sitting around a table, I would say differentiate yourself from the group and stand,” advises Newman. “If everyone else is sitting, go to the front of the room and stand up. If you are seated at a table making a presentation, don’t sit with your hands in your lap or under the table. Put your arms on the table and gesture when you’re talking.”
- Greet customers and prospects appropriately. “The best technique is to look the person in the eye, extend your hand first, smile and firmly shake his or her hand saying: Hello, happy to meet you. I’m Joyce Newman.”
- Focus on the other person. “When someone hands you a business card, read it carefully and make a complimentary comment about it, holding it as you speak. Keeping the card in your hand instead of immediately putting it away is a nonverbal sign of respect. It can also be useful in helping you remember a person’s name.”
- Read national and local newspapers daily. “Salespeople need to know what’s going on in specific industries,” says Newman. “I advise people in every walk of life to never leave home without reading the morning business section of the New York Times or Wall Street Journal. Know

what's going on in your industry.”

- Challenge yourself. “I think a lack of confidence very often comes from fear,” says Newman. “When some people get nervous, their hands shake, some people start to blush, and some people, like me, get very cold and get the shakes. But the worst thing is to go into the oh-my-God routine: Oh, my God, I can't believe I have to go and meet with this person. Oh, my God, I'm not prepared. You have to visualize yourself having a win rather than all of this negative thinking. Use your bodily reactions as an old friend. Say to yourself: Okay, my body is giving me a signal that I am ready to rock and roll.”

For more information on Joyce Newman and the Newman Group, log onto [www.newmangroup.com](http://www.newmangroup.com)

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