

# **BodyTalk: Understanding Body Language for Sales & Safety**

“Safety” in the real estate world isn’t always a hot topic. It will never get as many registrations as “How to make a billion \$\$ in your pajamas without getting out of bed” and yet those dollars are worthless when tragedy strikes. This class gives both the “sizzle” and the “steak” to your audience and shares an important life skill in a humorous, memorable class.

In the first half of the class we’ll show them all the signs that a buyer or seller might give off to show how interested they are in the sales transaction. Do you think it would help your members’ closings if they knew when the customer is ready to sign (stick a pen in their hand, hurry!) or when they’ve crossed some line and lost them and need to back-pedal and get them back on track?

You see, our bodies give off signs that give us away, like a poker player with a “tell” when they’re bluffing. And what makes these tells SO powerful is that we don’t even realize we’re doing them and have no control over them.

Which brings us to the 2<sup>nd</sup> half of the class... knowing how to read the signs that someone is planning a physical attack. As children we’re told “get away from that dog, he’s going to bite” yet we’re never told that PEOPLE give off similar warning signs. Know they’ll know.

- What are the different types of communicators and how can we work with each?
- How to “read” our customer to see if they’re really ready to buy or not.
- “The Handshake...” 8 different styles and what they mean about the person?
- Reading the dynamics between the buyers, which one will make the decision?
- Body language reading: eyes, gestures, feet, expressions, body posture and more.
- Recognizing and following your “gut” feeling.
- What body language messages are YOU sending?
- 22 different categories of “pre-attack indicators” and a demonstration of each
- Finally, analyzing video footage to see how many indicators you can now spot.

Approved by FREC and DBPR for continuing education for real estate agents in Florida, category: specialty. Approved as both a 2 or 3 hour version.

Investment:

Speaking Honorarium: Florida: \$150/hour. Includes all credit hour processing as well.

Outside Florida: Call for quote.

Mileage if outside of Seminole County at current IRS rates

For locations more than 2 hours drive, hotel accommodations may be requested

Classes can be combined, 2 in a day, or shared expenses with another Association within reasonable distance to offset expenses.

**BONUS:** We’ll bring our famous “Pop-Up Shop” of self-defense products too!

Compass Training Center LLC, DBA SaferAgent, 407-448-4994, [Andy@AndyTolbert.com](mailto:Andy@AndyTolbert.com)