

BECAUSE COVID-19 HAS CHANGED "BUSINESS-AS-USUAL"...

THE BODY LANGUAGE INSTITUTE'S
**NEW COMPETITIVE
ADVANTAGE SYSTEM**

7 LEVELS OF
READING AND INFLUENCING HUMAN BEHAVIOR
INSPIRING COACHES, SALES TEAMS, & LEADERS TO
LOOK AT THEIR WORLD IN A DIFFERENT WAY

**FAST
& EASY
RESULTS!**

We're wondering if you're **ready** for some **good old-fashioned human interaction** where you can **cut through the noise** and get it from the horse's mouth! Body Language Expert and *New York Times* best selling author Janine Driver will be live each week throughout this seven week program!





HELLO AND WELCOME TO CLASS!

In the span of a couple months, “business as usual,” has been anything but usual. Organizations around the globe are suffering and they are trying to find a way to redesign the way they do business. And while meetings, negotiations, and sales pitches are now done online, and virtual trainings have gone through the roof, many companies are still losing business.

Let’s imagine a little scenario you may think is a bit ridiculous, but bear with me...

Imagine, you turn on your computer and start your next video conference with your client, coworker, or your leaders. You’re mentally prepared, you’re dressed to impress (from the waist up, at least). You are smiling and you notice that the woman and two men you who you are meeting with on Zoom are all smiling too. Inside you say to yourself, “Yes! This is going to be easier than I thought.” Then as you begin to say hello and ask everyone how they are doing everyone says, “good” and smiles — except one guy!

Perhaps you know who we are talking about here? The guy, who smirks with a half-smile on only one side of his face because he is sick of being asked the same question(s) by everyone at the top of the call, “How you doing?”, “You washing your hands and social distancing?”, “How’s business?”.

But this is nothing you haven’t already sized up quickly and handled before, so you are prepared. You know exactly what to do and say next, and you know exactly who has the power in the room.

But wait, you have a huge problem here!

You are so focused on his smirk you missed the critical word he had in his response to you. The word that indicates that whatever he just did before this call involved some type of drama or problem. And then 20 minutes later you missed the hand gesture that turns agreement into disagreement.

And, here’s the deal, you are about to waste the next 40-minutes of your time pitching this team only so they can use your numbers to get a better deal with the company they have already decided to go with instead of you and your company — yup, they are going with your biggest competitor.

By now, perhaps you’re wondering, “What did I miss?” Because you want to make sure this never actually happens to you. Right?

These next questions may seem stupid, but I'm wondering if you could indulge me?

- » During your last video conference, were you as effective as you could have been?
- » Were your hand gestures and facial expressions helping or hurting your ability to build rapport and trust?
- » Did you have the right amount of your body showing in the camera or are you killing rapport because they can't see your hand gestures.
- » And did you miss some of the hidden messages the people on the other side of your computer screen leaked with their body language?
- » Do you know why some people can't make a decision before they beat a dead horse to death?
- » Or why some people never get back to you or they always miss their own deadlines?

What if there were a better way to make the most out of your online meetings, phone calls, and e-mails?

What if you could learn a **"NEW Competitive Advantage System,"** where you were able to read, decode, and influence human behavior — on the phone, computer, and in person — and you and your organization not only survive this challenging time, but thrive?

While COVID-19 has taken the world by storm, I'm happy to see you searching for a NEW kind of coaching, leadership, and sales training, one that makes it easier to create deeper, more meaningful relationships with your clients over video conferencing, phone calls, emails, and texts. I know you wouldn't be here if you didn't value the importance of training yourself and your team how to build and maintain long-term business relationships with your clients. Because, no matter what kind of market you're working in, no amount of hard work will boost your business if you don't connect emotionally with people.

Welcome to your 7-week certification course:

THE NEW COMPETITIVE ADVANTAGE 7 Levels of Reading & Influencing Human Behavior

I'm so HAPPY you're here!

I look forward to seeing you in our first class. In the meantime, please make sure you've created a password for your private tab at www.JanineDriver.com. You should have received an email from me with a link to click to create your password.

NOTE: If you'd like me to send it again, simply email me at janine@janinedriver.com.

Once you get your password, drive in!

Over on www.JanineDriver.com, under the tab “VIP7WeekG1,” I posted a couple FUN videos connected to your first lesson on “Cognition.” They may be a bit over your head right now, but you still may enjoy them. Have fun and be sure to do the prep exercises on mental gymnastics, which will help you connect your body and your mind quickly while helping you focus and decrease stress.

Until we meet in class,

Janine xo

 **FUN FACT:**

Research shows that a handshake conveys warmth and is equivalent to building rapport with someone for 4 hours.



The University of Chicago and Harvard did an experiment where they found that negotiators who shook hands were more open and honest, and reached better outcomes. That’s because when we shake someone’s hand it literally activates the centers of the brain associated with rewards.

Now that we have kissed handshakes good-bye (maybe for good), wouldn’t you agree that it’s critical for us to maximize every second we get face-to-face online with a business associate or potential client?

You're about to get some awesome news...

Researchers believe that video conferencing can produce many of the benefits of face-to-face interaction. As a matter of fact, it’s believed to be up to 80% effective when it comes to building warmth and likeability - and warmth and likeability are the building blocks to trust.

Yup. Cool, right?!



TOP 4 PROS AND CONS

OF READING & INFLUENCING HUMAN BEHAVIOR

PROS

1. **Build rapport in any environment:** Body language may take the place of the verbal message especially if you are in a loud environment.
2. **Improve your presentations:** Imagine explaining to a little kid how to tie their shoes for the first time with no hand gestures, body movements, or showing them how to do it with those two bunny ear loops, go ahead, give it a shot and try it. It literally can't be done. Now imagine trying to sell your product with no body language, it's highly likely you wouldn't be in sales long.
3. **Mirrors your mood:** Your nonverbal communication also includes the tone and pitch of your voice, which is often used to emphasize your verbal message. Imagine saying the words "By now you must be wondering what's next" in an excited tone, then in a confused/uncertain tone, then in an authoritative tone. The tone and pitch change the meaning all together, right?
4. **Reiterates your verbal message:** Your facial expressions, hand gestures, and body messages are used to repeat your verbal message. Imagine the last time you asked where something is in the grocery store. The person probably told you an aisle or location and then pointed in that direction, right? And if they didn't point, you're probably like me and you did not feel happy when you walked down the wrong aisle. Our verbal and non-verbal communication are processed in parallel.

CONS

1. **Elusive:** Non-verbal communication can often mean several different things because we don't know the catalyst to why someone did what they did or moved the way they moved. Plus, the meaning of different movements changes from culture to culture.
2. **Multi-channel:** Imagine noticing an odd hand gesture and looking at it for a couple seconds, oops, you just missed the #1 missed emotion in sales leak out on your client's face.
3. **No Shut-Off Valve:** Even when you stop talking, your body language is still speaking volumes, you literally cannot shut it off.
4. **A challenge to have every "nonverbal objection" memorized:** Because there are over 500 body language moves that have hidden meanings, it can be a challenge to understand them all — it requires a lot of repetition.



Chris Havrilla
@havrilla

What is your 'why'? We tell people what we do, but not why - this is how you inspire and influence @janinedriver #WIL2016 #adpwomen

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Now that you've explored some of the pros and cons of reading and influencing human behavior, wouldn't you still like to develop your charisma, confidence, and career and spot the hidden and not-so-hidden non-verbal objections so you can increase your ability to read and influence human behavior and create long-term relationships?

LET'S DO THIS!

