

## Nonverbal Do's and Don'ts

BODY MOVEMENT	
<p>Do–</p> <ul style="list-style-type: none"> <li>• Position yourself so that you face your customer</li> <li>• Stand or sit with good posture</li> <li>• Look toward your customer when he or she speaks</li> </ul>	<p>Don't–</p> <ul style="list-style-type: none"> <li>• Turn your back to your customer</li> <li>• Stand in a fixed position</li> <li>• Slouch</li> <li>• Distance yourself from your customer</li> </ul>
GESTURES	
<p>Do use natural and spontaneous gestures</p>	<p>Don't engage in such distracting behaviors as:</p> <ul style="list-style-type: none"> <li>• looking at your watch</li> <li>• jingling change</li> <li>• twirling a pencil</li> </ul>
VOICE/SPEECH	
<p>Do–</p> <ul style="list-style-type: none"> <li>• Speak clearly</li> <li>• Vary your pace and volume</li> </ul>	<p>Don't–</p> <ul style="list-style-type: none"> <li>• Mumble</li> <li>• Use “crutch” words such as “like” or “um”</li> </ul>
FACIAL EXPRESSION	
<p>Do–</p> <ul style="list-style-type: none"> <li>• Smile and act animated</li> <li>• Use natural facial expressions</li> </ul>	<p>Don't look uninterested</p>
EYE CONTACT	
<p>Do–</p> <ul style="list-style-type: none"> <li>• Look your customer in the eye or at everyone in the group, if there is more than one person meeting with you</li> </ul>	<p>Don't–</p> <ul style="list-style-type: none"> <li>• Avoid eye contact</li> <li>• Look beyond your customer (e.g., to the back of the office or at a clock)</li> </ul>