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Body Language and Sales

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BODY LANGUAGE AND SALES

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ABSTRACT

Utilizing professional sales competition videos taken from a university Sales program, the current study investigates the link between nonverbal gestures made by salespeople and performance scores given by professional sales recruiters watching their role plays. The results of this study may suggest a relationship between gesture use and perceptions of sales ability.

ABOUT THE AUTHORS

Lindsay R.L. Larson is an Associate Professor of Marketing in the Parker College of Business at Georgia Southern University. She serves as the College's Co-Director of the Sales Center for Excellence, and her research interests include consumer perception, judgment and decision-making.

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Timothy C. Heinze is currently a Professor of Marketing in the College of Business at California State University, Chico where he founded and directed the Seufferlein Sales Program. He was recently selected as the Northern California Educator of the Year by Innovate North State. Tim's research interests include sales ethics and salesperson authenticity.