

## PERSONAL POWER

Bill Acheson's sales presentation is called "Buying Signs: A New 'Look' at Selling." In it, he examines how skills associated with rapport, personal power, and deception come into play whenever prospects or clients meet face-to-face with sales professionals.

## RAPPORT BUILDING

A look at Rapport Building includes how to approach prospects, as well as the differences in approaching men, women, and couples. Learn the five styles of handshakes and how to differentiate both conscious and subconscious nonverbal cues.

## PERSONAL POWER

In discussing Personal Power, we learn how we communicate through body language, including how people use time, space, appearance, posture, gesture, voice, facial expression, eye contact, touch, silence, and even smell to communicate messages about personal power.

## IDENTIFYING DECEPTION

Deception is a conscious act that tends to create involuntary physiological responses on the part of the speaker, providing an opportunity to determine when we are being deceived. As a rule, the bigger the lie, the easier it is to detect, if you know what to look for.

## ABOUT BILL ACHESON

Bill Acheson is an expert in presentation skills, nonverbal communication, and the reading and interpreting of body language. Since 1985, he has taught communication at the University of Pittsburgh and during that time he has spoken to thousands of sales professionals about how to use presentations to sell more effectively. Today, he is a keynote speaker whose humor and insights into nonverbal business communications come together in a series of dynamic presentations.