

Read this short article on the importance of body language from the perspective of an employer and answer the questions that follow.

*Body language influences a customer's perspective of your business right from the first phone call. The friendliness of the answering voice and the enthusiasm in the employee's voice can make the difference between a customer choosing to come in to your business and choosing to go elsewhere.*

*When a customer walks in to your business the body language of employees helps to create their first impression. Are your employees just sitting around, slumped over, looking bored, and the like? Think about how that reflects on your business. Are your employees alert, friendly, and actively greet each customer coming through the door? Think about how that reflects on your business as well.*

*In general, the body language used for customer service interactions should be respectful and accommodating of the customer. The customer should be accorded a certain status and treated as an honoured guest. Your employees can accomplish this through simple things, such as holding open a door, making eye contact, and positioning their bodies in a way that is open and friendly.*

*Source: <http://www.bodylanguageexpert.co.uk/BodyLanguageInCustomerService.html> (last accessed January 15, 2015)*

1. How does "body language" happen during a phone call?
2. What are two examples of body language that can create a bad first impression?
3. What are two examples of body language that can create a good first impression?
4. What is one way you can make a customer feel like an honoured guest?