

Buying Signals: Verbal and Nonverbal Cues

Buying signals are verbal and non-verbal cues, signs, or indicators that tell you when a lead is either ready to buy, or is interested in moving forward in their buying process.

Buying signals are like road signs, helping you recognise how to proceed with each prospect. A lack of buying signals might even mean you choose not to advance a particular lead through the sales process. Skilled sales people will save themselves significant time *and* close more business, if they are adept at identifying buying signals.

You will often receive buying signals from your prospects during the School is Easy consultation. However, you can also get verbal buying signals when speaking to leads on the phone, or even communicating with them by email. In fact, a prospect completing a web form or calling/emailing you, is actually a buying signal in itself!

In any situation where you are interacting with prospects, they will give you buying signals through their actions, indicating their interest (or lack of it) in moving forward. A prospect might not be ready to become a customer yet, but buying signals are a good indication of where they are in the journey.



Verbal and Nonverbal Cues

Verbal and nonverbal cues refer to the specific communication signals a potential customer provides during an interaction, which can indicate their level of interest and readiness to make a purchase (buying signals).

Verbal buying signals may include expressing interest in a product or service, asking detailed questions about its features or benefits, or making statements that show a willingness to move forward with a purchase.

Nonverbal buying signals on the other hand, are communicated through body language, facial expressions, and other nonverbal actions. For example, a prospect may lean forward in their seat, maintain eye contact, nod their head, or smile, all of which can show interest and engagement.

Buying Signals

- Asking technical or specific questions
- Asking about availability
- Asking about payment options
- Raising objections
- Asking about delivery
- Asking "What if?" questions
- Saying 'yes', 'OK' or 'I see'
- Asking you to repeat things

Verbal



- Making notes
- Touching the product
- Referring back to the brochure/information
- Continues to look at the product/ information even when you are talking
- Smiling
- Nodding
- Looking thoughtful (perhaps they are imagining owning the product, or wondering whether they can afford it)
- Getting comfortable

Non-Verbal



Negative Signals

On the other hand, there are a number of negative (mostly nonverbal) cues to be mindful of, which can indicate a prospect is not interested in purchasing.

These can include leaning backward, arms folded, lack of eye contact, low energy, disinterested look on face, constantly checking their watch or staring around the room, jiggling feet, monotone voice, to name a few.

Summary

Buying signals are particularly useful in helping us to identify potential customers. They can help us at any stage of the sales process and learning to identify them can save us a great deal of time, energy and money.