

Psychology & Rhetoric of Power, Use  
Communication & Signals of the Body  
Nonverbal, Effect Appearance Charisma thanks  
to perfect Gestures & Mimik

# BODY FOR MANAGERS & DOERS LANGUAGE

Simone Janson (ed.)



# **Body Language for Managers & Doers**

Psychology & Rhetoric of Power, Use Communication & Nonverbal Signals of the Body, Effect Appearance Charisma thanks to perfect Gestures & Mimik

*Simone Janson (ed.)*

Published by Best of HR - Berufebilder.de®

# Table of Contents

## Imprint

Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book

Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback  
Your Benefit in concrete Terms: Content, Organization and Structure of the Book

Information as desired with Membership Discounts, eCourses, Workbooks,  
and custom, individual eBooks

Successfully use the AI Extension to the Book for your Goals and to make Money

Experience Success and Inspiration: Discover your Way and support Sustainability

Successfully Negotiate Pricing in 5 Stages: Do not be afraid of negotiation // By Lothar Lay

The power of voice: 6 frequent voice errors // By Dr. Roland Forster

Leadership satire: bikers for self-marketing // By Stefan Häseli

Leadership - Learning to be Authentic and Sympathetic: The Paradox of Impact // By Michael Moesslang

Get respect: 8 tips // By Simone Janson

Understanding and empathy as leadership skills of the future: How to become a millionaire? // By Boris Grundl

Body language: keep your distance in the power struggle! // By Dr. Gabriele Cerwinka, Gabriele Schranz

Body language: Distance in the team // By Dr. Gabriele Cerwinka, Gabriele Schranz

Gesture facial expressions voice: the power of the right effect // By Simone Janson

Body language for executives: 10 tips for the right effect // By Simone Janson

Improve appearance and impact in the team: roles and interaction patterns // By Sally Hogshead

Designing processes as an executive: Achieving the goal with implementation energy - 8 tips // By Elmar Lesch, Ralf Koschinski

Leadership with confidence: 3 tips for a better leadership style // By Antje Heimsoeth

Body language and competence: The power of effect // By Dr. Cornelia Topf

Manpower for Managers Managers and Managers: The Power of Personality // By Frank Scheelen

Guiding people to understand reading: body language vs. rhetoric // By Joe Navarro

Conclusion: How to expand your Knowledge and Experience with interactive AI and discounted Add-on offers for free.

## Authors Overview

Dr. Gabriele Cerwinka

Dr. Roland Forster

Boris Grundl

Stefan Häseli

[Antje Heimsoeth](#)

[Sally Hogshead](#)

[Simone Janson](#)

[Joe Navarro](#)

[Ralf Koschinski](#)

[Lothar Lay](#)

[Elmar Lesch](#)

[Michael Moesslang](#)

[Frank Scheelen](#)

[Gabriele Schranz](#)

[Dr. Cornelia Topf](#)

[Profound Expert Knowledge, Quality Assurance and AI: The Concept of Publisher of the Year Best of HR - Berufebilder.de®](#)

[Appendix: Tips and Prompts for using the AI Extensions](#)

# Imprint

The German National Library lists this publication in the Deutsche Nationalbibliografie; Detailed bibliographic data are available on the Internet at <https://dnb.dnb.de>.

ISBN of the German eBook edition: 9783965960947

ISBN of the English eBook edition: 9783965960930

**German website of the publisher:** <https://berufebilder.de>

**English website of the publisher:** <https://best-of-hr.com>

Body Language for Managers & Doers

4th completely revised and extended edition, 10.01.2024

©2024 by Best of HR - Berufebilder.de®, a brand of Janson Pressgroup Print & Online

Published by Simone Janson

Duesseldorf, Germany

Concept, editing, graphic design & layout: Simone Janson

Cover design with Canva

eMail: [publisher@best-of-hr.com](mailto:publisher@best-of-hr.com)

For your [successful, fulfilling life](#), the information you truly need: State-funded publisher, awarded the Global Business Award as [Publisher of the Year: Books, magazines, eCourses, data-driven AI services](#). Print and online publications, along with the latest technology, go hand in hand - with over 20 years of experience, partners such as the [Federal Ministry of Education](#), customers like [Samsung, DELL, Telekom](#), or universities. Behind it all is [Simone Janson](#), a German [Top10 blogger](#), referenced in [ARD, FAZ, ZEIT, WELT, Wikipedia](#).

All books are published in German and English. We take our responsibility to deliver well-researched and reliable information very seriously. Therefore, the publisher follows a dedicated concept for quality assurance and compliance, where the expertise of renowned experts goes hand in hand with the latest AI technology for information analysis and text optimization. If you have any further questions, you can read the corresponding chapter at the end of the book.

All works of the publishing house Best of HR - Berufebilder.de®, including their parts, are protected by copyright. Any use outside the narrow limits of the copyright law is not permitted without the consent of the publisher and the author. This applies in particular to the electronic or other reproduction, translation, distribution and making publicly available.

# **Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book**

Dear readers,

glad we could convince you of the 4th, significantly extended edition, like thousands of readers before. Because this book makes your success tangible: In the following pages, you will not only encounter expert knowledge, but also a wealth of practical tools and resources that can help you achieve your goals and realize your full potential.

## **Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback**

For its interactive concept, the publisher was not only awarded the Global Business Award as Publisher of the Year by Corporate Vision Magazine and supported by the Minister of State for Culture and Media of the Federal Republic of Germany, but also repeatedly recognized in renowned media such as **ZEIT**, **Süddeutsche**, **personalmagazin**, or the special magazine **Personalführung**. For example, the **FAZ**, one of the most influential Newspapers in Germany, attests to us "good actionable tips" and customers like the **Press and Information Office of the German Federal Government** are enthusiastic. You can find many more reviews as well as information on free review copies at <https://best-of-hr.com/press/>.

Renowned experts from various fields - overview in the table of contents - have compiled their expertise and experiences to provide you with valuable insights and advice, practical and condensed. As a reader, you will also receive working materials as part of your book purchase, which you can download for free at <https://best-of-hr.com/academy/>. In addition, workbooks are available to help you reflect on the inspirations from this book.

All readers who are looking for individual solutions also have the opportunity to use the AI extensions and consulting tools free of charge within the framework of AI Extended Books, for which we usually charge a monthly subscription fee. Our interactive success advisors and other AI-supported tools are at your disposal to provide you with tailored advice and recommendations that are tailored to your individual needs. Use these tools to drive your success and achieve your personal goals.

In addition to this wealth of inspiration, we want you to experience and enjoy your success: As a reader of this book, you will have access to a variety of exclusive services that will help you live well and successfully according to your wishes: from inspiring reader trips, where you have the opportunity to discover new places and exchange ideas with like-minded people, to lifestyle products that are

specifically tailored to your needs, we want to ensure that you make the most of this reading experience.

## **Your Benefit in concrete Terms: Content, Organization and Structure of the Book**

Briefly and concretely this is your benefit from this book: You support certified climate protection projects, quickly receive compact information and checklists from experts as well as access to AI extensions and the possibility to individually live your inspirations as an experience. Because managers and doers in particular rely on convincing and acting competently. Charismatic demeanor is extremely important when it comes to achieving goals or convincing employees and customers. Typical gestures used in a controlled manner, such as Angela Merkel's diamond, increase the authentic effect of your own personality. This book shows how non-verbal communication can be used to emphasize your own meaning.

You will receive valuable resources through this [unique publishing concept](#) that will enhance your knowledge, stimulate your creativity, and make your personal and professional goals achievable. This allows you to discover new ways, expand your thinking, and improve your skills to experience success. You will receive concrete advice, proven methods, and strategies to overcome challenges and overcome obstacles. By providing specific action steps and practical guidance, you will learn how to define your goals and develop plans to progress step by step. The clear structure and our special, highly detailed table of contents support you in quickly finding the desired information and implementing it directly into practice.

This is not only contributed by the expert articles of renowned experts but also by numerous inspirations from successful managers, entrepreneurs, and other exciting personalities. Their stories and experiences serve as vivid examples of how challenges can be overcome and goals can be achieved. Through their inspiring narratives, you gain insights into proven strategies and practices that you can apply to your own situations. Different, and potentially contradictory, aspects of the topic are deliberately addressed. This allows you to examine, reflect on, and weigh the various pros and cons optimally. This ultimately enables you to gain different perspectives and improve your knowledge to develop a deeper understanding of complex topics and find innovative solutions.

## **Information as desired with Membership Discounts, eCourses, Workbooks, and custom, individual eBooks**

Under the motto *Information as desired*, we also provide you with exactly the information you have been looking for. The book also includes an e-course with a worksheet for you to work through, which you can receive for free as a reader in our Academy at <https://best-of-hr.com/academy/>. You can find out how to access it in the book's conclusion.

Our Academy offers you the opportunity to continuously expand your knowledge and skills and engage with like-minded individuals. By participating in our online



courses and interacting with experts and other learners, you can achieve your professional goals and advance your personal success. We believe that inspiring experiences and continuous learning are the keys to long-term success. Therefore, we invite you to explore our Academy and benefit from the diverse learning opportunities.

In addition, the Workbook Success Planner is the perfect complement to the guidebooks. This workbook helps you successfully implement the inspirations and tips from our books, step by step and day by day, whether it's about career goals, decision management, or financial planning. You can either print the Success Planner yourself or order it as a bound book. Each workbook comes with a free eBook.

Do you want a personalized eBook topic or an e-course on a specific subject? You can also find that in our publishing house at <https://best-of-hr.com/publisher/>. We will create your personalized eBook on a topic of your choice upon request. In the Academy of Best of HR - Berufebilder.de®, you will also find email courses with individual assignments, personal support, and certification.

As a book reader, you not only have the advantage of gaining information and new insights but also enjoy financial benefits that come with purchasing our books. As a [newsletter subscriber](#) or [registered member](#), you will receive a 50% discount on all e-courses and a 20% discount on all other books as a member edition. You can find the books at <https://best-of-hr.com/shop/books/>. The coupon code is sent weekly via the [newsletter](#). Additionally, there is the Premium Membership, a paid flat rate for one year, which includes all learning materials, downloads, and premium articles.

## **Successfully use the AI Extension to the Book for your Goals and to make Money**

For those seeking further individual guidance and services, our concept of *AI Extended Books* offers the potential to analyze information, gain valuable insights, and show paths to achieving your individual goals. By utilizing AI in your work or personal life, you can gain many benefits and work much more efficiently. Through our AI solutions, you will discover new ways to explore your horizons in innovative ways. And the best part is that this service is free for you as a book buyer. In the appendix of the book, you will find a detailed explanation and numerous application examples to facilitate your successful handling of AI.

Our interactive [AI-assisted consultant](#) is there to assist you with any questions regarding success, career, and personal development. Our [AI-eTutor](#) supports the learning experiences from our academy with individual exercises. And the interactive [travel planner](#) helps you plan individual moments of success.

One of the greatest strengths of AI is its ability to process large amounts of data and recognize patterns. By using machine learning algorithms, AI can learn from this data and make predictions. This enables you to make informed decisions,

optimize your strategies, and even solve complex problems. Whether it's your personal career management, optimizing communication processes, or improving work efficiency - AI can help you achieve your goals more effectively.

With the AI tools from Best of HR - Berufebilder.de®, you can even earn money. This is done through an affiliate program, a marketing strategy where companies collaborate with affiliates to promote and sell products or services. Affiliates are individuals or companies that act as partners and receive a commission for every sale or action they generate. To participate in our affiliate program, please register [for our partner program](#).

## **Experience Success and Inspiration: Discover your Way and support Sustainability**

But that's not all! We want to offer you a very special opportunity that will make your journey to personal growth and success even more unforgettable. Because we know that it's not just about reading, but also about experiencing and applying what you've learned. That's why we want to offer you exclusive vouchers for suitable trips and other items that perfectly match your chosen guide. To achieve this, we work with numerous network partners in accordance with our compliance guidelines.

So imagine putting the inspiring wisdom of your book into action while creating unforgettable memories at the same time. Whether it's a relaxing break at a wellness resort, an adventurous trip into nature, or a workshop that further develops your skills - with our specially selected vouchers, you can put what you've learned into practice directly and enjoy unforgettable experiences at the same time.

Let yourself be inspired by our guides and discover the possibilities that await you. Because we believe that true change doesn't just happen in the mind, but also in the heart and in action. So get ready to elevate your life to a new level with individual moments of success and make your dreams come true. By the way, 5 percent of your purchase goes to non-profit organizations that are dedicated to projects such as reforestation and climate protection.

So you see: from cost savings to access to knowledge and education, to the opportunity to experience and live your own successes, to inspiration for entrepreneurial activities, and the possibility to earn money with our publishing house - reading our books can provide you with financial benefits in various ways.

# **Successfully Negotiate Pricing in 5 Stages: Do not be afraid of negotiation**

*// By Lothar Lay*

Even the most savvy sellers are afraid of major price negotiations. Naked fear. And rightly so. Because there are good tips.

## **The minefield of the price negotiation**

Price negotiations today - some industries come up with powerful tricks from the buying center and are washed with all water - mostly present themselves as a minefield that even experienced salespeople only want to enter with shudder.

Who didn't want to leave such a minefield as quickly as possible? No wonder that sellers often break in too early, show no backbone and give in to be able to break out of this unpleasant situation quickly. They give discounts so much too early and unfounded that their companies' profits melt away. Not to mention their own commissions.

## **Seller versus buyer**

In a negotiation, salesmen and salesmen stand alone. Everyone has a goal. The end. Here, however, the similarities are already beginning to recur. Because of the market situation the seller sometimes has to conclude with certain companies. The buyer has the goal to achieve the best price for his company.

The modern communication methods help him to expand the competition to numerous possible providers. This advantage will be played out in the negotiation. From the outset, there is an imbalance that significantly influences the dynamics of the negotiation process. Wise and successful salespeople act to this fact by means of intensive preparation in time.

## **Preparation is the foundation of your price ladder**

Sales teams that are excellently prepared will always make lucrative orders. And exactly at the prices that they set themselves. Successful price negotiators know: The all-important phases take place before the actual price discussion. Here we form the foundation for our personal "Price negotiation stairs".

The more time and energy invested in this foundation, the more stable it is. A shaky, poorly researched foundation also means shaky steps that can be climbed only with difficulty. A firm, strong foundation provides firm, safe steps. The time

you invest here comes back several times in the course of the negotiation. Successful sellers never neglect this phase!

## **Strategic preparation**

Before you approach new companies and make an offer, you can get an accurate picture of the company. Search for your main contact partner and other potential negotiating partners of the buying cent. How tick these, what negotiation reputation do you have, what do they like, what are your hobbies, where do you go on holiday.

Your high goal is to establish good personal contacts with the contact persons and decision-makers and to establish your network in this company at a very early stage. Only then you can recognize the decision-making processes in the company, perceive optimization potentials and work with customers to develop truly useful solutions.

## **Benefits rather than products**

It's never about the product alone, but always about the benefits. The price is important, but not always decisive for the purchase. It is much more important to know exactly the needs and needs of the customer and to offer him the "better overall package" of product and services and to point out the benefits. When the customer realizes his personal benefit, he is usually willing to pay a higher price.

After this intensive preparatory phase, we are ready to climb the first step of the price negotiation step. Because the jungle of price negotiations is impenetrable. Purchasing committees, job rotations and reorganizations of the purchasing departments - which are gaining more and more power - make the life of the sales staff more and more difficult.

## **The horror of the seller**

Buyers are trained in negotiation psychology, negotiation techniques and intensive, almost savvy negotiation strategy. Successful salaries, savings potentials as well as internal metrics for success influence the actions of most buyers.

They will increasingly think of the pure, hard-hitting monetary negotiating result. The quality of the purchased products seems only secondary.

## **When relationships lose meaning**

Long-term business contacts, the human factor at relationship level and customer loyalty lose more and more importance in the price negotiations. The sellers are often helpless against this "climate".

Logically, that most sellers dread the price negotiations to enforce their prices or even increase. They find themselves in a less than ideal sandwich position between