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EXCLUSIVE! Allan & Barbara Pease: Body Language in Franchising

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# Body Language in Franchising: EMAIL AND WEB SURFING AT WORK

Email and the Internet have revolutionised the workplace, speeding up the exchange of information and allowing business owners and their employees to work from home. Yet these tools can also work against your business, unless you master a few essential non-verbal cues.

BY ALLAN AND BARBARA PEASE



**Y**our ability to read and decode body language is undoubtedly one of the best qualifications for a successful career in business. The nature of the franchise relationship can pose its own unique set of challenges and opportunities brought about by the way you and your franchisor communicate with each other.

We wanted to help in any way we can, so we looked to the best in the business.

In a series **exclusive** to *Franchise Buyer*, world renowned, best selling authors, Allan and Barbara Pease, share with you the techniques they have developed for success in sales and business.

They will show you how to use your own non-verbal cues and signals to communicate effectively with your franchisor field manager, your staff members, as well as suppliers and associates to get the reactions you want in any professional encounter.

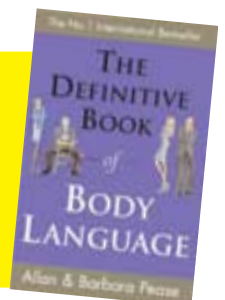
Allan and Barbara Pease are the most successful relationship authors in the business. They have written a total

of 15 bestsellers, including nine number ones, and give seminars in up to 30 countries each year. Their books are available in over 100 countries, are translated into 51 languages and have sold over 25 million copies.

Allan and Barbara appear regularly in the media worldwide, and their work has been the subject of nine television series, a stage play, and a number-one box-office movie that attracted a combined audience of over 100 million. Their company, Pease International Ltd, produces videos, training courses and seminars for business and governments worldwide.

We encourage you to read the full story in Allan and Barbara's latest book, *The Definitive Book of Body Language*.

For more information, visit [www.peaseinternational.com](http://www.peaseinternational.com)





### Expert Emails

Email has now replaced the telephone as the main source of business communication, so it's important to get it right. The immediacy and conversational-nature of email, like texts, lulls people into communicating carelessly, even using jokey language. And as for punctuation and correct spelling – they often fall by the wayside.

Don't be lulled into a false sense of security. What you communicate in an email goes far beyond words. Your choice of salutation, informal or formal language, abbreviations, capitalisation, spelling, punctuation and terminology/lingo all combine to convey an image of you and your company. You need to ensure that image is in alignment with your brand.

Whatever you do, steer well clear of swear words, slang, text-speak and affectionate sign-offs if you want to be taken seriously. Avoid gossiping or inappropriate messages, even between friends at work. And take extra care to ensure you are sending a message to the correct recipient/s – we've all heard horror stories of emails being sent to the wrong person, the whole company, or even going viral on the Internet. Remember: Whatever you put in an email is on the record, and can be used against you!



**TIP:** Take a moment to read through some of the business emails in your inbox right now, and compare them in terms of tone and image. Consider whom they are targeting – e.g., Generation X or Y, men, women, professionals, enthusiasts, experts and/or novices. Can you describe the language and tone – e.g. brusque, professional, friendly, familiar or respectful? Is it appropriate for the target audience? Does it fit the brand?

### EMAIL TRIVIA:

- 247 billion emails are sent each day. That's one email every 0.00000035 seconds!
- In the time it takes you to read this sentence, some **20 million emails** entered cyberspace.

Keep in mind that most people receive dozens of emails per day, if not per hour, and won't have time to give your message more than a cursory glance. You need to get straight to the point, and fast, while still retaining a friendly, professional tone. Women, in particular, need to refrain from using too many words and complex thought patterns.

Finally, it is important to address your recipients appropriately. In general, "Dear Mr or Mrs XYZ" is too stiff for email (unless you're using it as a business letter), and can even be alienating. Opening with a less formal "Hi", "Hello" or "Good morning" and your recipient's first name is the accepted form of greeting.

### How to tell if someone is surfing or working

There's no doubt that the Internet is a boon in business. It allows you to keep up with industry news, watch the competition, monitor customer feedback, answer curly questions and order supplies with just a few clicks of your mouse. Conducting an

Internet search on prospective employees can also be very revealing. The trouble starts when your employees spend more time surfing the web than working in your business!

It's common knowledge that most people use the Internet for personal reasons while at work, even doing their shopping and logging on to Facebook during office hours. A certain amount of personal web surfing is to be expected – and can even benefit your business by relieving work stress – however, some employees have been found to spend literally hours of their workday browsing the web. And when most people keep their computer screens angled away from the boss's scrutiny, it can be difficult to tell who is working and who isn't.

So how can you tell if someone is really working as hard as they appear to be? It's simple when you understand body language at work! Deceit gestures such as



collar-tugging, neck-scratching and eye-rubbing are sure signs you've just interrupted an employee doing something they shouldn't. And if their monitor shows a desktop image instead of an open document each time you draw near, chances are they're minimising open windows to 'hide the evidence' of their shirking.



'I've got lots to get through tomorrow so I'd be better off working from home.'

**And how to tell if someone is *really* working from home**

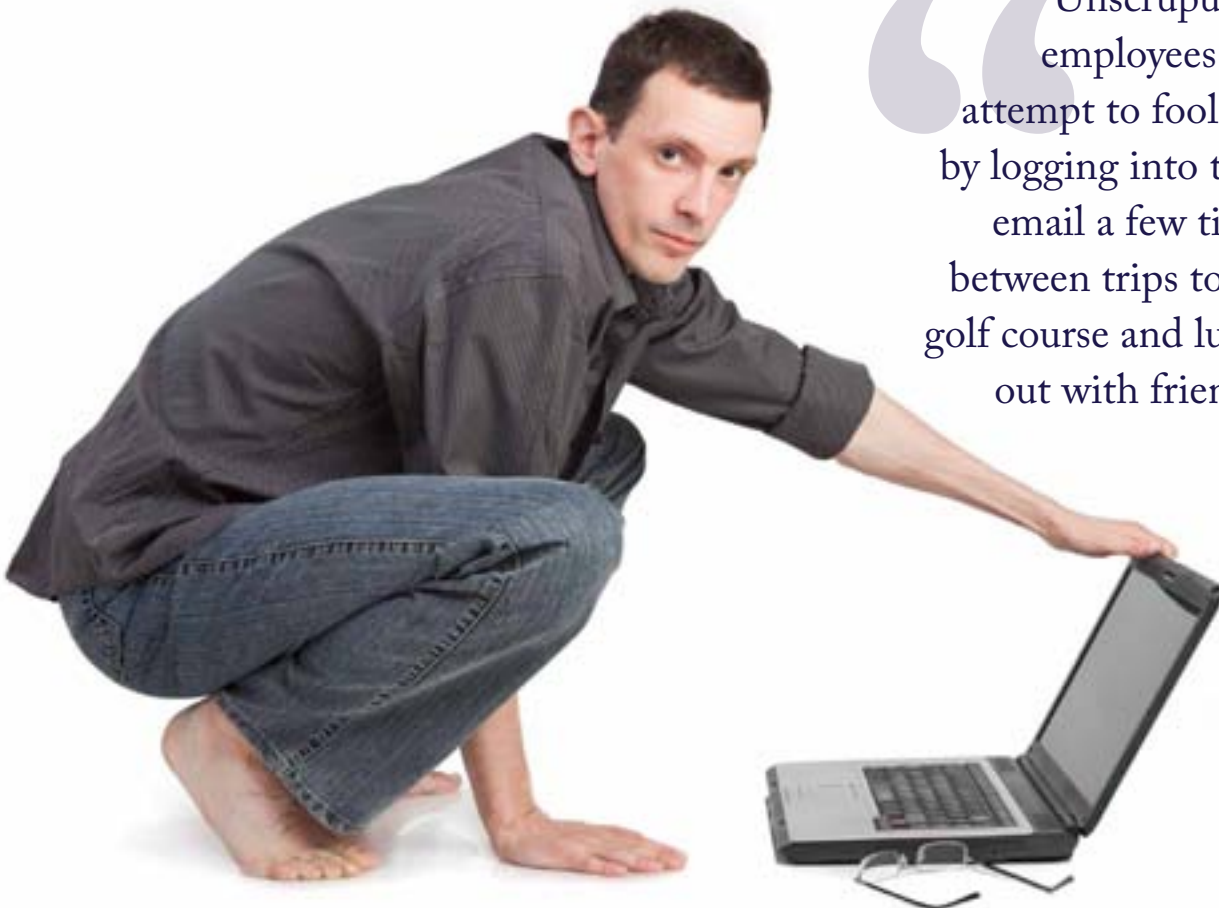
Speaking of shirking, it's much easier to get away with now that communication technology facilitates working from home. Unscrupulous employees will attempt to fool you by logging into their email a few times between trips to the

golf course and lunch out with friends. Thankfully, spotting whether someone truly intends to work from home is simple if you know what to look out for. If an employee covers their mouth while telling you of their plans to work

from home, you can fairly suspect that work is the last thing on their mind. The Mouth-Cover reveals that the speaker is trying to suppress the deceitful words they are saying. Sometimes they'll cover their mouth with several fingers, or rest one finger just below the mouth.

If your employee successfully escapes the office and you want to make sure they're on task while working from home, insist on communicating over Skype so you can see them. While the tongue may lie, the body never does!

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“Unscrupulous employees will attempt to fool you by logging into their email a few times between trips to the golf course and lunch out with friends.”