

Bill Acheson

The Body Language Expert

Please contact a GDA agent for information.

Topics

- Business
- Communication
- Education
- Inspiration / Achievement
- Sales



About Bill Acheson

For over 20 years, he taught in the Department of Communication at the University of Pittsburgh. As a keynote speaker since 1995, he uses his knowledge of nonverbal communication – body language – to show professionals how to project themselves with greater impact and interpret subconscious messages sent by others.

Bill's presentations are a mix of research and professional experience with such organizations as Merrill Lynch, Bayer, Ernst & Young, Lexus, Wells Fargo, GlaxoSmithKline, the US Coast Guard and the National Football League.

Select Keynotes

- **Buying Signs**

In sales training, you were probably told to mirror the behavior of a prospect you are meeting for the first time to establish rapport.

Is there another way?

The key to the program is establishing trust: the degree of confidence a person has that you will act on their behalf in a manner consistent with their needs and their values.

Buying Signs is filled with nuggets of information about body language to help sales professionals project themselves more effectively and identify subtle messages sent by prospects and clients through nonverbal communication.

You'll learn why you should approach men and women differently, how to assess attitude and intent in a handshake, and how to determine if your attempt to connect with your prospect is being met with resistance or acceptance.

From there you'll learn how to identify unspoken objections that need to be addressed and the actual 'Buying Signs' that tell you it's time to go for the close.

- **Body Language Training**

It can reinforce what you say to another person, weaken that message, or completely contradict it! Nonverbal cues are more emotionally revealing and more emotionally accurate than what you say.

In this presentation, you'll learn strategies to communicate with greater impact by putting what you say, how you say it, and how you behave while saying it in synch. You'll also learn assessment techniques so you can more accurately determine the messages others are sharing with you.

Bill examines ten channels of nonverbal communication: time, space, appearance, posture, gesture, facial expression, eye contact, voice, touch, and even smell.

Learn how speakers project power from the podium by their strategic use of voice and body language. We examine sales presentations to see how positioning, posture, gesture, facial expression, eye contact, and vocal qualities come together to produce a winning performance.

IT'S A 360 DEGREE LOOK AT FACE TO FACE COMMUNICATION!

- **Guerrilla Tactics for Effective Presentations**

The best presentations are a combination of information and energy. They are the products of speakers who inform, entertain, persuade and motivate. But, things are changing. No longer is “the great orator” the model for an effective speaker.

With new developments in technology, speakers need an up-to-date strategy for projecting themselves so that they can stand out. Even if the speaker is dynamic he risks becoming an assistant to the visual aids package and can literally disappear. If he is too dynamic, the visual aid becomes secondary and key points are either glossed over or left out.

Today’s speaker must strike a balance between the message and the medium. In “Guerrilla Tactics for Effective Presentations,” you will learn how to deliver an effective presentation. We’ll examine how positioning, presence, and voice come together to produce a winning performance. We consider survival strategies to deal with unanticipated problems and take a look at how to manage Q&A like a pro.

Think about the best presentations you’ve ever seen. Most likely, what comes to mind are features of the speaker and his presentation style rather than the speech itself. People often talk about a speaker being dynamic, entertaining, or charismatic. Ironically, these qualities are projected, not through words, but through nonverbal communication – body language.

Learn how speakers project power from the podium by their strategic use of voice and body language. We examine sales presentations to see how positioning, posture, gesture, facial expression, eye contact, and vocal qualities come together to produce a winning performance. These skills apply whether you’re selling a product or presenting an idea.

As a bonus, this presentation is replete with a variety of unique sales ideas to enhance the way you present yourself to others.

Select Testimonials

“You have taught us how to build trust with clients and given us the skills to approach prospects with confidence and effectiveness.”

— JAY Y | Janey Montgomery Scott

“You were the star performer at our conference. One speaker always rises above the rest at a conference and you, sir, were that person.”

— LISA P | Morgan Stanley

“THE INFORMATION IN BILL'S PRESENTATION IS SO POWERFUL, YOU WILL BEGIN TO USE IT BEFORE YOU LEAVE THE ROOM!”

— Manager from Merrill Lynch

“During your presentation I was replaying the meetings I've had with clients and thinking about all the things I missed because I was focused on what they were saying instead of what they were trying to say.”

— MICHAEL B | Merrill Lynch

“I've learned to look beyond what people are saying so I can understand what they are trying to say.”

— SALES MANAGER | UBS