Flash Impression

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First Impressions

- 1 – 2 minutes?
- 30 seconds?
- 7 to 17 seconds?
- 3-5 seconds?
- Instantaneously?
How We Learn

___% occurs through sight alone

___% through hearing

___% through touch

___% through smell and taste.

Sredl & Rothwell, 1987
Lead with Meaning Challenge……

9 words or less. What is your competitive advantage? Create a statement that speaks to who you are as a realtor. What drives you?

Situational narrative examples.
Nonverbal Communication

Estimated between 65% and 93% of a message’s meaning is nonverbal.

Harris, 2008

Approximately 7% of the message is communicated by words.

Dr. Albert Mehrabian at UCLA
Paralanguage

38% of person's first impression is determined by tone of voice.

On the *telephone*, up to 80% or higher of a first impression is based upon the speaker's tone of voice.

Dr. Albert Mehrabian at UCLA

Susan M. Heathfield
Active Listening Methods

1. Paraphrase
2. Express understanding
3. Ask questions
4. Use non-verbal communication
The goal is not to sell a bag, it is to build a relationship of confidence and trust with the customer.

Damien Vernet