



## TERRY EARTHWIND NICHOLS

Author Terry Earthwind Nichols is the author of **“PROFILING FOR PROFIT What crossed arms don’t tell you...Mastering the Art of Observation.”** Terry is the Chairman of Evolutionary Healer, a global transformational performance improvement company. When he’s not training sales teams on the ‘art’ of observation, Terry can be found doing intriguing interviews, planning his next vacation, or having dinner at his favorite restaurant in a suit he designed himself.

### CONTACT

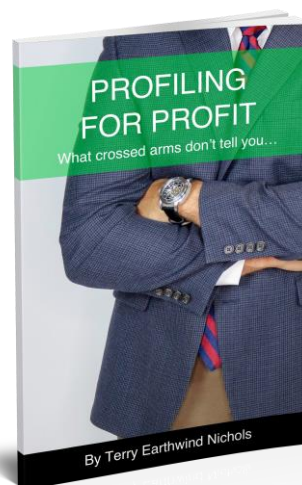
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## WHAT CROSSED ARMS DON'T TELL YOU...

Profiling is the art of observation and is a valuable tool in the sales process...by profiling I mean the analysis of a person's psychological and behavioral characteristics in order for you to predict the timing and outcome of a sale. This book will give you the ability to have a clearer picture of your customer, and how your business can benefit when you know what you are observing. This information will allow you to spend less time in the sales conversation.

### SUGGESTED QUESTIONS

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Terry, you said in your book how you've always been a *people watcher*, tell us more about that.

How do you interpret the physical behavior of people as you observe and engage prospective clients in conversation, even on the phone?

Your book debunks the myth that a person crossing their arms is always sending a negative message, tell me more.

How did you figure out that the left side of the body represents love, family, nurture, trust and the right side represents distrust?

From the feedback you have received, what is the overarching impact of your book?

What's the best way for people to get a copy of your book?

### TOPICS FOR ENTREPRENEURS

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Mastering the Art of Observation  
Evolve Your Business  
Profiling for Profit What Crossed Arms Don't Tell You