

# Reading the transient expressions on the face is the secret of success in negotiating negotiations

Transient expression on the face (microexpression) is the key to help you read the opponent's thoughts and master all negotiations.

Although most of us make rational decisions, however, many studies have shown that the role of emotions in negotiating negotiations cannot be "weighed, measured, measured". If you can't read the face expression of the opposite person, but only focus on what they're saying, then you're more likely to leave with "empty hands".

Certainly, negotiating experts always know how to hide their true feelings. They will carefully select words, change their tone, sign language and facial expressions. For ordinary people, they appear to be indifferent, neutral or may pretend to be convinced if they think this will help them achieve certain goals.

However there is a way to help you read the opponent's feelings even if they intentionally hide. The key is to **focus on unintentional and spontaneous transient manifestations** (also known as **microexpressions**) - appearing very quickly on people's faces with a degree of sensitivity certain contact. If you know what you are looking for, these expressions will be windows so you can "see through" the inner side of the person opposite.

Here are a few examples of common transient expressions that you can refer to:



Surprise (Surprise), anger (Anger), fear (Fear), indignation (Disgust), happiness (Happiness), despise (Contempt)

As you can see, it is quite easy to recognize the meaning of each facial expression on the photos. However, in reality, when in stressful situations and these small manifestations last only about 1/25 seconds, everything will

completely change.

As a researcher and body language instructor, I developed a theory that **one of the key differences between a negotiator (or a salesperson) and a person** **It is normal to be able to read the transient expressions of others**, judge the rational reactions of customers to the idea or offer, and then turn the other way around. tactics to achieve the desired goal.



However, this is not a natural ability. You can learn it and once you practice, you will be more proficient in reading small expressions on people's faces. Here are three simple exercises that you can apply.

## **1. Focus on the face**

The next time you ask an important question in the negotiation, focus on the partner's entire face for at least 4 seconds instead of just looking at the mouth or listening to what they say.

## **2. Tell a story**

During a negotiation, both you and your partners are negotiating experts representing your company. Everyone easily controls facial expressions while speaking. Therefore, do not put too many open questions. Instead, share a story about another partner who has concerns like them and see how they will react while listening to you.

If they start to have a bit of precaution, you have a chance to know their real reactions. Please rely on this to control the rest of the negotiations.

## **3. Give many choices**

When you come up with a list of options, transient expressions will reveal which ones they like and which are not, even if they appear before they even consciously recognize my choice.



### **You can follow the example below:**

Imagine you are a consultant who wants to offer a specific fee for the service your company offers: *"Based on your requirements, we offer a proposed fee for the project. This is \$ 100,000 for your reference "*.

If you see potential customers with unpleasant expressions, you can continue to consider and lower the gas level without hesitating: *"However, because we know that this is a long-term and very cooperative relationship. excited when your business is going in a good way, we can offer a discount of about 25% for your side to consider "*.

What if when making the first offer, does your partner seem happy or have a feeling of being looked down on? Perhaps because they think the fee should be higher or they suspect you are deliberately "offering" another premium service. At this point, turn the situation in the direction: *"This is just the basic fee for X and Y section. For big projects like yours, I also propose package service including Benefits A, B and C for a total of about \$ 150,000 for you to consider "*.

Obviously, directing attention to transient facial expressions will help salespeople, business staff . understand the partners' attitudes and intentions in negotiating negotiations. Moreover, if you have mastered this skill, you will become the controller of the story and are more likely to succeed in business conversations.

*About the author : Kasia Wezowski is the founder of Center for Body Language - author of 4 books related to body language, and also a producer and director of LEAP - a film about training .*

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