

# The Sale Is Your Hands

by Mark Seltman, Professional Hand Analyst, Speaker and Writer

Want to know what will motivate your meeting planner and speakers bureau clients to buy from you? Increase your sales by 10%? Make your client agree with you? Close a sale which seems impossible? Vital answers to these questions are no farther than the ends of our arms.

Before you read another word, look at your hands. Turn them over. Observe your palms. What do you see? A confused jumble of lines and bumps? *Look again!* You are actually looking at a topographical map of your character traits in past, present and future.

Hand analysis (often referred to as palmistry) is the science and art of gleaning information about the self and others through a visual and tactile examination of the hands. Hands hold information about our physical, mental, and emotional characteristics; the major influences which affect our lives; and, the degree to which we are fulfilling our potentials. Our hands disclose detailed information about our intelligence, emotions, health, career, relationships, sexuality, creativity, and spirituality.

## No two hands are alike

Notice the difference between your own two hands. The hand you normally write with is your dominant or conscious hand. It shows what you have done with your potentials. The other hand corresponds to the unconscious/subconscious mind.

How does your client hold his hands? If they are held openly, the client is receptive to you. If they appear closed, then you will have to work to build trust.

Are the hands large in comparison to the rest of the body? This signifies strength in detail and organization. Be precise and thorough in your presentation.

Are your client's hands small in comparison to the rest of his body? Small hands mean this person detests detail, but loves big ideas. Stay conceptual and do the detail work for this prospect.

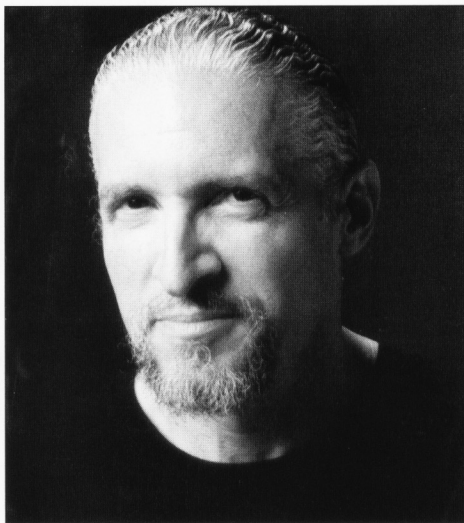
## The palm factor

Determine the length of your prospect's fingers in relationship to the length of his palm. Factor in the shape of his palm.

If his fingers are longer than his palm and his palm is rectangular, then he is motivated by his feelings. He must feel comfortable with you before he signs on the dotted line.

With longer fingers and square palms, he responds to good sense and rational thinking.

If his fingers are shorter than his palms, and his palm is rectangular, your client has a very strong point of view ... but can be inspired to take a chance!



Shorter fingers and square palms signify a pragmatic and dependable person. You must be the same.

Fingers, through their lengths and proportions, shapes of their tips, knots, and nails, reveal the ways in which we relate to others and what types of work or careers are suited for us. Observe how your client's fingers are spread. Are the fingers widely spaced? If so, your client needs lots of freedom to do things his way. Are the fingers held closely together? Then he's a team player and probably cautious at trying anything new. He may not make decisions on his own.

## Index finger

If your client's dominant hand's index finger appears long, sticks out independently, and is full-looking and pinkish beneath, than he likes to partner. He wants to envision, plan, and set goals with you. He is motivated to be professional and wants you to be ambitious and career-minded as well. He has natural leadership abilities and is attracted to others like himself. His most difficult issues emerge from overindulging in obsessive and controlling behavior patterns, critical and judgmental attitudes, or food and drink. The basic shape of his hand will determine whether he is more adventurous, practical, thinking, or feeling. Many important figures in politics, religion, and business have dominant index fingers. If you want to make a sale to a dominant index-fingered person, you must be honest and direct, show pride in your work, and be able to take initiative.

## Middle finger

If your client's middle finger dominates the hand, here is a loner. This person needs time alone, and is not inclined to marry. However, the possessor of this hand is dependable, orga-

nized, efficient, patient, and faithful. Troubles occur when this person spends too much time feeling guilty, fearful, self-critical, frustrated, or depressed.

Many important people in research, science, and mathematics have dominant middle fingers, as well as conservative business people. If you want to make a sale, you had better do your homework with a very sharp pencil. The picture you paint must be realistic. Don't be late and don't make excuses. Assume responsibility. The more practical, pragmatic, reliable, and dependable you are, the happier and more responsive, your client will be. The ring finger (expression) pinky finger (communication) and thumb (will and logic) are also very important.

## Closing the deal

No matter what your client's hands say, you still have to make the sale. Pay attention to how your client's hand feels when you shake it. If the consistency of his hand is hard and his fingers are stiff, he will fight change. He has difficulty letting go of



old ideas. You must be as persistent and determined as he is. If his hands feel soft and flexible, he will be distracted and procrastinate closing the deal. You will have to create a workable structure for him and patiently help him stay focused. Closing the deal, understanding the language of the hands and what they reveal about human nature provides you with a unique tool for understanding human nature. A good salesman observes body language, asks appropriate questions and astutely listens. A great salesman truly knows himself and others.

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