	D	I	S	С
<b>55%</b> Body Language	Keep your distance Strong handshake Lean forward Direct eye contact Controlled gestures	Use touch Relaxed, fun Friendly eye contact	Relaxed, close Methodical Lean back Friendly eye contact Small gestures	Keep your distance Stand or sit Firm posture Direct eye contact No gestures
38% Tone, Pace & Pitch of Voice	Strong Clear, loud Confident Direct	Enthusiastic High & low modulation Friendly Energised	Warm Soft Steady Low in volume	Clear Precise Limited inflection
<b>7%</b> Words & Content	Win Lead the field Results Now New and unique Challenge	Fun I feel Socialise Recognition Exciting	Step by step Help me out Security Promise Think about it	Here are the facts Proven No risk Analyse Guarantee