

# MAKING THE RIGHT FIRST IMPRESSION

**I have never really had a comment positive or negative on my appearance when in front of a client. You could argue the extent of grooming and clothing you should go to when representing certain firms, whether you're selling tools directly to builders on site or selling services to corporate clients.**

I was put in my place just last year with a client I was discussing representation of Total Sales Partners for his firm, the product we were discussing was one suitable for trades and factories, I asked the client how he would like me to dress when representing him. His response was immediate "what you are wearing is fine" he said, I was in a suit, which initially surprised me but confirmed a really important point to me.

Every owner of a business have great pride in the product or service they are involved in and naturally want to have the product represented to the hilt and the image of the product as professional as possible.

My attire with all companies I have represented has always been a suit, which I personally believe is a mans best option, it's also a "no brainer" when coming to day to day appearance as a good suit will always give a professional flow.

Personal hygiene also makes meetings with clients more pleasurable. This means monitoring your oral hygiene constantly and body odour. The last thing you want is a meeting with your client wanting to get away from you because it's unpleasant to be around you. Subtle use of mouthwash, deodorants and after shave/perfume, I say subtle as you don't want to over power anyone either.

**Punctuality** has great consequences of how a meeting will go, 5-10 minutes early to an appointment shows how eager you are to do business and a client can rely on you for promptness. 5-10 minutes late is an extremely bad indication of how important your clients business is to your company, inadvertently or not being late is not an option.

Know your products and your competitors to give learned information and have educated discussions re the sales process. This also leaves room for innovation as once you win your client assuring them you know your product and creative ideas will be listened to more eagerly than a stammering non sensical sales person. There are many more issues in first impressions which I will cover in another update.

**It's so true that you never get a second chance to make a good first impression.**



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