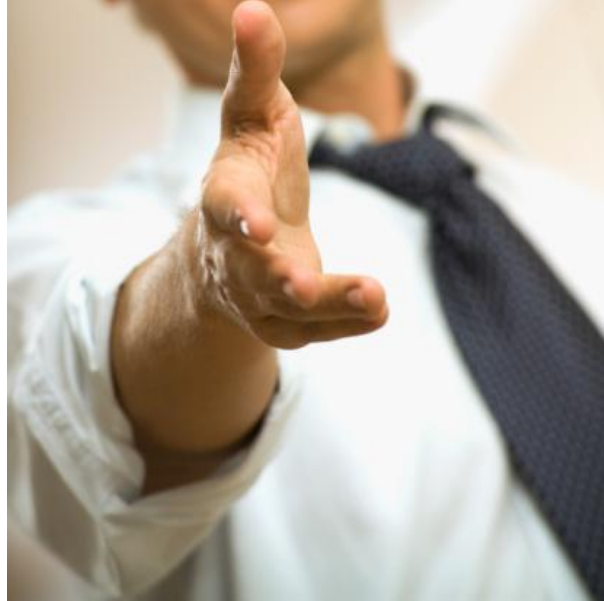


Drive Business by Making a Great First Impression

Start out on the right foot with your customers

Many consumers make their shopping decisions based on first impressions. Those first impressions could come from an advertisement, referral, or random encounter with you, your business or your brand. However consumers find your business, it's imperative that you make a powerful, lasting impression during that introduction.

Following are tips to make a great first impression. You can use these tips to help steer you toward success in your marketing campaigns, sales meetings, networking events, and anywhere else that a first impression can make the difference between winning a customer (or business partner, investor, referral and so on) or being forgotten.



Be Honest

The quickest way to make a bad impression is by massaging the truth to make yourself or your business sound better or to discredit your competitors. People appreciate and expect honesty, and they won't forgive or forget if they catch you stretching the truth.

Be Passionate

Passion is contagious. Make other people catch your passion by letting your passion for your product, business and industry shine through.

Be Available

A first impression comes not just from what you say and do but also from how you react to the person you're trying to impress. Be a good listener and show that person you value his or her opinion and business. Don't speak at people. Instead, speak with them.

Be Committed

Don't just tell people what you can do for them. Instead, show them what you can do by following up after your initial meeting. Make sure the person you're trying to impress understands that your relationship won't end when the initial conversation ends. Build a relationship not just a bigger collection of business cards.

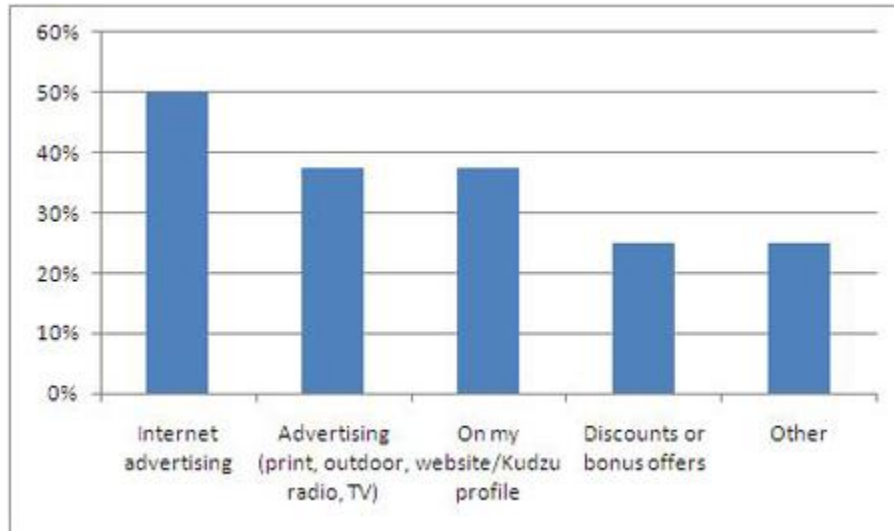
Be Your Brand

Dress the part; speak the part, and live the part. Your brand image, promise and message should exude through everything you say and do. Make your first impression a positive and consistent one that introduces the experience people can expect to have with you and your business should they decide to work with you or buy from you.

Question of the week

Last week...

We asked *"How does your business market specialty services?"* Here are the results:



This week's poll question: What do you do to make a great first impression on new customers? [Answer here.](#)

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