

SALES

2010

The Real First Impression



www.gettheedgeuk.co.uk

Jon Davies
Get the Edge UK
9/9/2010



The Ultimate Sales Tool Kit

The Real First Impression

Most salespeople know that making a good first impression sets the tone for the entire sales process. However, they often don't understand when making the first impression really begins. It is not the moment they introduce themselves to the customer and begin building rapport.

A first impression begins the moment a customer lays eyes on a salesperson.

This includes the following:

1. A customer walking into your Dealership and seeing the salespeople all huddled up like they're waiting for their next mugging victim.
2. Noticing the sales person standing around the corner taking one last drag from his cigarette before heading out to meet and greet with a nicotine-stained hand and breath that smells like an old ashtray.
3. Watching out of the corner of her eye as the salesperson shuffles out to wait on her with the enthusiasm of someone who just lost a coin toss and had to wait on her as "punishment."
4. Seeing the salesperson dislodging a chip from the back of his throat and dabbing the hot sauce off his chin before going out to try and sell a service or product while suppressing a belch.
5. The uncombed hair, unshaven face, dirty finger nails, scuffed up shoes, wrinkled shirt or trousers, and a number of other hygiene offences that are too distasteful to mention in this article.



The Ultimate Sales Tool Kit

6. When the customer overhears the dirty joke or the burst of expletives as "the lads" across the room huddle up and talk about the football match last night or the party they crashed.

You get the point. You as salespeople begin making a first impression the second a customer sees them or hears them.

They are on display all day, every day. Take a look at the team. What would your impression of them be if this were your first encounter with them?

Managers become desensitised to the unprofessional appearance and demeanour of their people by virtue of being around them all day. Step back and put yourself into the customer's shoes. We have enough trouble in our industry overcoming negative stereotypes without self-destructing by making negative first impressions.

This is an area we can and should control.

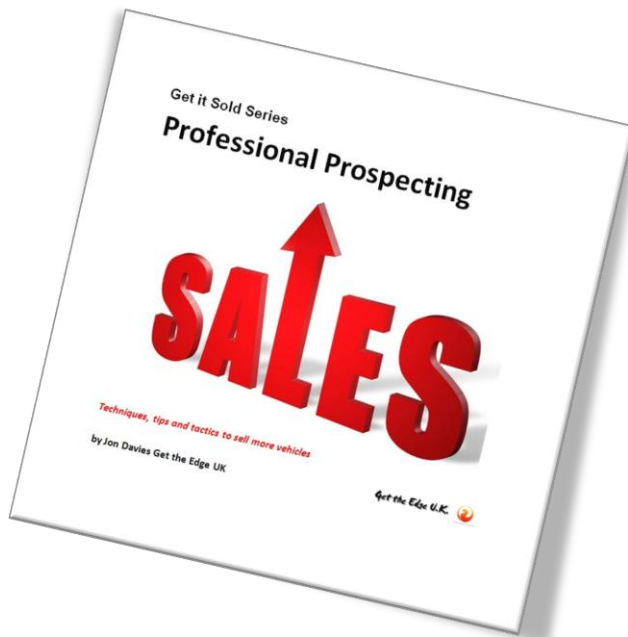
Remember that what your salespeople "are" in the customer's eyes, shouts so loudly at the customer that they can't even hear what the salesperson is saying, when what they "are" is offensive.

Work on appearance and first impressions this week. Raise the standards and ask your team to place themselves into the customer's shoes. If they took a look in the mirror, would they buy from whom they see? How much would they be willing to pay? First impressions last forever. This can be good news or really bad news, depending on the impression. Make sure it's the right one. It sets the tone for the rest of the process. Some customers are forgiving of a poor impression, but most are not.



The Ultimate Sales Tool Kit

Two Great Books
To help improve your income and grow your sales



*Each filled with
dynamic ideas,
techniques, tactics
and tips, to grow,
your results to new
levels in 2011*

To get your copy visit
www.gettheedgeuk.co.uk
or email
jon@gettheedgeuk.co.uk

Get the Edge U.K.



People, Performance, Profit

Written By Jon Davies 2010