

First Impressions
By Rose M. Anderson

You only have ten seconds to make a first impression. Right or wrong, people will judge you and your competence by the ambiance of your office environment, what you and your staff are wearing and the manner in which they are greeted. I would suggest you take control of your destiny and make some changes right away.

Enter your office as though you were a client and really look around. Do you see messy desks and disheveled workers? Are there files and private papers spread out for prying eyes to see? If so, yours could be on display when someone else walks in. Or, do you see signs of success? Is the interior well appointed and coordinated? Are there well-framed awards and diplomas that speak to someone's competence? Is there appropriate artwork to fill the lobby with color and excitement?

Where do your clients wait until you are ready to see them? Sit in the chairs where they will wait for you. What do you see? Messy magazine stacks? Week old newspapers? Discarded candy wrappers? How would you feel about the competence of the owner of this office?

Make the 'client walk' throughout the office. Wherever your clients will travel you need to make sure you are putting forth the most successful, professional impact.

We work hard to attract clients, why not give them some positive reinforcement that they made a great decision by selecting you. Let them know right from the moment they walk in your door that you are competent and proficient. It sets a more positive tone for the meetings to follow and allows you to get to the business of selling more quickly.

For a business that says 'Success', fine art and custom framing may be just the boost you need to set yourself apart from the crowd.