

First Impression

Making a great first impression will go a long way in making your life easier and your sales presentation that much more effective.

A failed first impression is not going to kill your sales presentation alone, but it will contribute to it. So make sure you do your best.

How to make a good first impressions?

-Make sure you smell nice.

-Make sure you look nice, and presentable. Look into the mirror and if you honestly like what you see, you are good to go!

-Impinge (get through to the prospect strongly and quick about who you are and what you stand for). Meaning be confident, communicate freely, openly and bravely. Give a solid handshake and keep a confident determined eye contact.

-Smile

What this tells the prospect? It tells the prospect you are determined, positive, have good values, friendly and pleasant to be around.

The prospect will make up his mind about you based on these.

If you fail, the opposite conclusions might be made by the prospect. Because if you:

-Don't smell nice. The prospect will think your personality is just as disgusting as your odour.

-Don't look nice. The prospect will think you don't have enough money to buy your own stuff, meaning you are likely very unsuccessful in what you are doing (sales).

-Don't impinge (get through to him effectively), the prospect will think you are boring, or just mediocre.

-Don't smile, the prospect will think you are full of bad intentions.