Creating a good first impression

Top Tips

**CREATING A POSITIVE FIRST IMPRESSION**

First impressions count, and you only get one chance to make a first impression, so you need to get it right.

Here are some tips for helping you create the right first impression:

- Ensure that how you dress looks professional.
- Ensure that your behaviour is professional.
- Ensure your body language is welcoming.
- Ensure that your work area is tidy and that any magazines are current.
- Have a tone of voice that shows customers you’re interested in them.
- Have a positive attitude; this will be reflected in your behaviour.
- Choose a method of communication that’s appropriate for your customers.

**FOLLOWING YOUR ORGANISATION’S STANDARDS**

If you follow the standards for appearance and behaviour in your organisation, you will create a positive first impression by:

- creating a professional image
- showing customers that you care
- being recognisable to customers
- showing customers in a subtle way that your organisation cares about attention to detail.

**ESTABLISH A RAPPORT**

An important part of creating a positive first impression is establishing a rapport with your customers. To do this you need to:

- begin with a warm and respectful greeting. Your organisation will usually have a standard greeting for you to use.
- be polite and friendly with your tone and attitude
- be professional and business-like
- take a genuine interest in your customer and what they’re saying.