

Look Your Best...Polish Your Image...Mind Your Manners

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Personal Appearance

1. 30% of executives say that customers have commented negatively on the appearance of company representatives
2. 49% of representatives have encountered prejudice from customers because of the way they dress
3. 48% say that physical image is more important today than it was in the '90s
4. 38% of companies believe they have lost business because of the reps appearance
5. 61% of customers are turned off by representatives that use profanity or smoke

Re-Invent Your Image

Author Karen Lawson, in her book The Art of Influencing, observes that your image is based not only on appearance, but on modeling, ethics and etiquette.

- Appearance: Consistency is important.
- Modeling: You are a role model for someone - create the model or example you want others to follow.
- Ethics: Behavior involves telling the truth, keeping your word, treating others fairly, adhering to rules and demonstrating loyalty.

Formality VS. Laid Back

1. More formality is expected today
2. The casual approach is out

Image Communications

- 95% of all communication is nonverbal
- Within 30 seconds we make an impression on those we meet (good or bad)
- Slouching and poor posture send a message
- Eye Contact
- Smile
- Shyness sends a message of arrogance
- Learn to be approachable
- Awareness of public perception