

You, Your Company and First Impressions



Joann Dobrowolski – February 2012

Have you ever been to a meeting, networking your way through the crowd and you come across a new business owner. You notice how eager they are to talk to you about their business. You listen and start to catch their energy. You smile and remember when you first started networking and sharing your new business. You request a business card so you can add their information to your prospect list and future business. They turn to you and apologize for not having a business card or official name for their company. They explain that they are in the process of trying to figure out their company name and logo. Your energy drops and so does theirs. The prospect scrambles for pen and paper to write their contact information on and hand to you in hopes of a valid business contact.

WOW, How would you feel in this position? Is that A Professional Image? Let me ask you another questions, What would you say to assist this person to ease the tension? Do you carry your business cards with you at all times? Are you dressed for success at all times? Are you setting the example of a Professional First Impression? Well, let me tell you that can be one of the biggest mistakes a business owner can make!! When you are out networking, shopping or out for dinner, I recommend you always carry your business cards and dress for success. I do not mean for you to wear a business suit to the grocery store, but look neat and confidently professional. I bet you can recall meeting your best client for the first time. First Impressions count and are remembered forever. If you are a startup and do not have an official business name, you can have cards printed with your contact information and project a more professional image. You need to let people know you are taking your business seriously and you are professional. Remember “Your First Impression” is a “Your Lasting Impression”.

If you would like to learn more The Power of First Impressions or would like to learn about YPI Consultants program, contact

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