First Impressions -the Real First Sale

Sales Booster

30 Minute Sales Meetings

Theme

You've heard the saying, "You never get a second chance to make a first impression." How true that is in sales! If that first impression isn't good, it takes extra effort to win the customer or prospect over. To start off right, invest time in understanding how people make their first impression from the verbal and non-verbal messages we're sending. Make sure the impression you leave is memorable for the right reasons.

Approximate Preparation Time

- 20 Minutes

Materials

- Prepare 1 flip chart as per outline
- Flip chart and markers
- Success Achievement Plan worksheet - one per seller

Success Set-Up Tips

- The opening activity is intended to be completed quickly as it relates to how quickly we form first impressions. Do not expand on the time allowed. The responses to several of the pictures will be different, which is what you want in order to make the key points about first impressions.

- The hand shake exercise is fun and may elicit some disagreements or questions. It is intended as an easy and effective way to think about initiating a handshake.

- You may need to adjust the discussion about the kinds of pens a seller uses if you have company pens. When using company logo pens, encourage a discussion around the importance of a company pen and branding.

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Time	Session Outline	Dynamics	Visual
6 M	**Opening** Welcome to today's sales booster, First Impressions – The Real First Sale. We'll begin with your first impressions of someone else. On page one of the Success Achievement Plan worksheet there are 4 pictures. Look at each picture and then below each picture: 1. Write words or phrases of your first impression of that person and 2. What you think the person is communicating. Do this quickly, please do not deliberate on it. (Allow 2 minutes) Let's debrief as a group. 1. What are your interpretations of the pictures? 2. What does your reaction to the pictures tell us about first impressions? *Possible answers:* • *Make assumptions with little information* • *Judge immediately* • *How one person sees you may be different than how someone else does*	Large Group Individual Large Group	Success Achievement Plan Worksheet Page 1 Flip Chart Instructions
2 M	**Introduce First Impression** As we can see from the opening exercise, we make assumptions and judgments when we first meet someone, before they have said anything. Raise your hand if your mother ever said, "Don't judge a book by its cover." (Pause) Even though we have heard this concept and understand it intellectually, it is human nature to assess at the first look. Research indicates that first impressions are made in about 7 seconds. That's not very long, is it? Think about this for yourself. When you meet someone in	Large Group	

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Time	Session Outline	Dynamics	Visual
	business situations for the first time, what do you personally assess about that person in those first 7 seconds? *Possible responses:* • *Their level of professionalism* • *Can I trust them, or believe them?* • *Am I comfortable with them or not?* • *Do I want to spend any time talking to them?* • *Are they approachable*? Thank you – we can do a fair amount of assessing in a very short period of time.	Large Group	
8 M	**Head to Feet** Let's take a look at how we make that assessment. Generally people look at your head first and then work their way down to your feet. Our first objective today is to identify specific actions we can take to make a good impression with our body. We'll begin with what we can do from the neck up - our head. In pairs, identify 5 things to make a good impression with your head! You only have 2 minutes. Use the Success Achievement Plan worksheet page 2 to capture your comments. (Allow 2 minutes) Now, let's skip to the bottom of our body and use the next 2 minutes to identify 5 things to make a good impression with your feet! (Allow 2 minutes) Thank you for your fast brainstorming. Let's hear what you came up with. What are some of your suggestions to make good impressions for your head?	Large Group Pairs Large Group	Success Achievement Plan Worksheet Page 2

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Time	Session Outline	Dynamics	Visual
	Possible responses: • *Smile* • *Hair cut, hair combed, hair styled* • *Glasses. Look contemporary.* • *Mouth. Words that come out of your mouth.* What are some of your suggestions to make good impressions for our feet? *Possible responses:* • *Clean shoes* • *The right shoes for the job. Shoes for a party or the night on the town may not be right for work.* • *Socks or no socks* • *Women – Open toed shoes are fashionable today….feet need to look good*	Large Group	Success Achievement Plan Worksheet Page 2
1 M	**The In Between** Now of course, there is a lot of body in between your head and feet. Today we're going to focus on just two aspects: the handshake and what we carry. What messages do we send with a handshake? *Possible responses:* • *Confidence* • *Business like* • *Weak or push over* Yes, and many times we don't give much thought or practice to a good handshake. We will today.	Large Group	
3 M	**Handshake Activity** Our goal for delivering a strong handshake is to deliver a confident impression. Some people think the handshake comes from the fingers and begin squeezing all of the fingers in a death grip. You've probably been the recipient of some of those!	Large Group	Success Achievement Plan Worksheet Page 2

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Time	Session Outline	Dynamics	Visual
	The real key to the handshake is not in the pressure of squeezing all of the fingers, it's the pressure of the thumb that matters. Yes, just the thumb. Ready to give it a try? Turn to a partner, and shake their hand applying light pressure from the thumb not your other fingers. (Allow 30 seconds) What did you notice? *Possible responses:* • *It is something to think about when you shake hands* • *It had the right feel to it* • *It's awkward* This is something good to think about as you shake hands. The main point is your thumb – not all of your fingers is the key to a confident handshake.	Pairs	Success Achievement Plan Worksheet Page 2
	What We Carry Now, point two of the "in between" our head and feet, is What We Carry. What we carry isn't our body, but it is an extension that lands in between. Let's invest a few minutes to look at what we carry and how that also makes a first impression. 1. Our portfolio, briefcase or materials we carry. What do yours look like? We're not looking for answers like: It's black or red, or big or small. If we looked at it right now quickly, how would you describe it? *Possible responses:* • *Stuffed full* • *Old and worn* • *Brand new* What impressions would that make? Such as it's stuffed full. What impressions does that give?	Large Group	Success Achievement Plan Worksheet Page 2

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Time	Session Outline	Dynamics	Visual
	Possible responses: • *Organization skills* • *Dependability* • *Trust worthiness* • *Success level* What should they look like to give those positive impressions? *Possible responses:* • *Clean* • *Not crammed with lots of papers sticking out* • *Not worn out* Good ideas. Another item that we carry is our pen. 2. The Pen You Use. Why would I even mention the kind of pen you are using as a first impression? *Possible responses:* • *It's the details that count* • *Pens can show signs of success* • *Pens can show how you look at everything* What's the difference between you taking notes with a pen from the bank with their logo or a silver Cross pen? *Possible answers:* • *May show how important I think they are* • *Gives an impression of my success* • *Indicates my level of detail* I'm not saying you need to go purchase an expensive Mont Blanc pen. A Cross pen or Parker pen is sufficient. What pens shouldn't we use? *Possible responses:* • *Broken pens* • *The ad speciality pens that we pick up* What other thoughts do you have on what you carry?	Large Group 	Success Achievement Plan Worksheet Page 2

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Time	Session Outline	Dynamics	Visual
	Later today take a look at what you carry and make any adjustments if necessary to ensure you are making a good first impression.	Large Group	
6 M	**Success Achievement Plan Worksheet** To select today's discussion leader, the person at your table whose birthday is closest to today is your group leader. Leaders, please answer the 2 questions from the Success Achievement Plan worksheet page 3 with your group and then be sure each person also has a chance to respond. Your group has 2 minutes to discuss each question. Begin with the first question. I'll call time in 2 minutes. 1. How does the first impression affect our sales results? (Allow 2 minutes) Thank you. Now, you will have 2 minutes to discuss: 2. Two changes I can make now, to enhance the first impression I make are… (Allow 2 minutes) Discussion leaders, please share a few highlights from your table discussion. Who would like to volunteer to go first? (Allow 2 minutes) Thank you. It's the details that count in making first impressions that separate you from the competition. Good luck making great first impressions every time.	Table Group Large Group	Success Achievement Plan Worksheet Page 3

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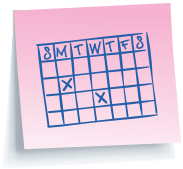
Reinforcement Tips

30 Minute Sales Meetings

First Impressions The Real First Sale



Reinforcing the Message

- First opportunity: 1 month later
- Repeatability: 1 - 2 times a year

Facilitation Ideas

1. Ask sellers to bring their portfolios and briefcases to the meeting. Do not explain the reason for bringing them.

   At the meeting, review the discussion on First Impressions - The Real First Sale. In pairs or table groups, each seller displays their portfolio and/or briefcase. The sellers viewing their display will offer feedback on the impression it gives.

2. Use 10 minutes of a meeting to practice handshakes.

   Welcome sellers to the meeting and ask them to walk around and say good morning to everyone and shake their hand. Discuss the first impressions they noticed as they shook different sellers' hands. Review the key to the handshake is in the pressure of the thumb.

Next Sales Booster

- *Customer Loyalty* or *Clever Delivery* found at www.30minutesalesmeetings.com

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Success Achievement Plan

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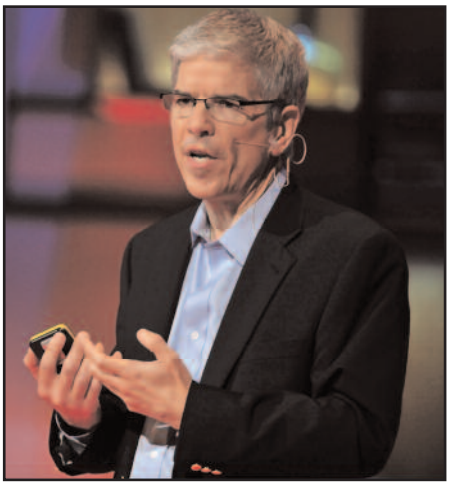

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Success Achievement Plan

30 Minute Sales Meetings

First Impressions – The Real First Sale

First Impressions from Head to Feet

Identify 5 things to make a good impression with your head.

1.
2.
3.
4.
5.

Identify 5 things to make a good impression with your feet!

1.
2.
3.
4.
5.

The Handshake

The key is the firmness of the thumb.

My Portfolio and/or Briefcase

_____

_____

_____

The Pen I Use

_____

_____

_____

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Success Achievement Plan

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First Impressions The Real First Sale

1. How does the first impression affect our sales results?

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2. Two changes I can make now, to enhance the first impression I make are:

_____

_____

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_____

The Specific Action I will take to increase my success this week:

_____

_____

_____

_____

The resources I may need to implement the Specific Action: (People, time, dollars)

_____

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