Whatever the organisation, whatever the industry, first impressions really are important and really do count!

Imagine this. You have entered an office and are waiting for service while the service officer is ‘busy’ reading her magazine and having a coffee. An extreme example maybe, but the reality is in this competitive world image makes a difference and can reflect the success of your organisation.

The way you, that is your staff, your premises, your advertising, present yourself, communicates a message to your customers. Think about the type of message that would be communicated in this example. I’d be thinking, well they obviously don’t want my business so I’ll go somewhere where they do.

Projecting a professional image is not just about the way you look, it’s in the attitude of your staff and the way you set up and manage your office. Here are some things to think about when assessing your image.

When a customer enters your office, what impression do they get?

?- Are there cobwebs on the front door?
?- Are the premises inviting?
?- Is the reception area littered and untidy?
?- Do they feel welcome?
?- Would they feel like doing business with you again?

Do you use your reception area to:

☑ Highlight and display your organisation’s products and services?
☑ Display special qualifications or industry awards?
☑ Provide brochures and literature that are easily accessible to the customer?

Remember image reflects success. So have a look at the image you are projecting - does it pass the test?