

# StraightTALKING



## Making the best impression

### Liz McKeon's guide to getting it right first time

**Every experience your clients have with your salon or Spa begins with a first impression. Your business can only make a great first impression once, so what is the best way to do this?**

The first impression can be nearly impossible to reverse, making these first encounters extremely important, for they set the tone for all future transactions with the client - if you want all your clients to become long-term lifetime clients, make sure to create a great first impression.

People buy people, so make sure every team member gets it right.

#### **The telephone**

The main reason a good first impression is often missed on a phone call is the lack of proper customer service procedures that place an emphasis on call scripting, consistency and converting enquiries to appointments.

#### **Be on time**

A new client you are meeting for the first time is not interested in your 'good excuse' for running late.

#### **Be yourself, be at ease**

If you are calm and confident, your client will feel more at ease, and you have a solid foundation to build trust, introduce new services and make recommendations.

#### **Present yourself appropriately**

Surveys show that employees with high levels of personal presentation create pride in the salon, while increasing the company's credibility. Is your appearance saying the right things to help create the right first impression?

#### **Keep your individuality**

Of course, within a salon environment you need to 'fit in' and conform with the team, but the great news is that you can usually create a great first impression without losing your individuality and personality.

#### **A winning smile**

"Smile and the world smiles too". There is nothing like a genuine smile to create a great first impression.

#### **Be open & confident**

When it comes to making the first impression, body language, as well as appearance actually speaks louder than

words. Stand tall, make eye contact, greet with a firm handshake.

#### **Small talk goes a long way**

Conversations are based on verbal give and take. It helps to prepare questions you have for the clients you are expecting, relative to the treatments they have booked.

#### **Be courteous & attentive**

It almost goes without saying that good manners and polite, attentive and courteous behavior helps to make a great first impression. Every client deserves 100% of your attention.

#### **Be positive**

Your attitude shows through in everything you do. Project a positive attitude, even in the face of criticism or in the case of nervousness. Strive to continually learn, always maintaining an upbeat manner.

You have just a few seconds to make a great first impression and it's almost impossible to ever change it. So, it's worth giving each new client your best shot. Much of what you need to do is common sense. But, with a little extra thought and preparation, you can make sure every first impression is not just good, but great!

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