

**ON - THE - JOB TRAINING RECORD  
CONTINUATION SHEET**

Date of Training: \_\_\_\_\_

Lesson Category: Setting and Making Appointments

Lesson Title: Eight Ways to Build a Positive First Impression

**Student Materials/Activities:**

1. Students were instructed to listen to the audio "Eight Ways to Build a Positive First Impression."
2. Students were instructed to complete the Sales Success Worksheet.

**Learning Objectives:**

1. To identify and discuss eight ways to create a positive first impression during the first face-to-face meeting with a lead.
2. To have the participants identify which of the eight ways to create a positive first impression they do well and explain why those activities are working well for them.
3. To have the participants identify which of the eight ways to create a positive first impression they do least often and what they can do to start doing more of those activities.
4. To have the participants discuss how they go about positioning themselves from the beginning of the sales interview.

**Lesson Outline:**

1. Identify and discuss eight ways to create a positive first impression during the first face-to-face meeting with a lead.
  - a. 1. Create a confident manner: Don't act superior or inferior, and remain "grounded" during your presentation.
  - b. 2. Present a neat, professional appearance: Your uniform, military bearing, hygiene and the materials you bring with you to the sales interview say a lot about you.
  - c. 3. Smile: Your smile sets the tone for your voice.
  - d. 4. Do your best to use a person's name and pronounce it correctly: Find out how people like to be referred to – formally or informally – and make an effort to pronounce the person's name correctly.
  - e. 5. Set a tone of importance: You must set a tone that what you have to say brings value to the lead, otherwise you're seen as weak or uncaring.
  - f. 6. Don't ever apologize for taking someone's time: You have to believe that what you represent is well worth the lead's time to listen.
  - g. 7. Be comfortable: Good pre-call planning ensures you have everything you need for the interview, thus raising your comfort level.
  - h. 8. Position yourself through everything you say and everything you do: This includes your handshake, eye contact, manners, timeliness and the issuing of the Statement of Intention and Primary Bonding Statement.
2. Using the Sales Success Worksheet and the questions on page 2 of the Manager's Meeting Guide, the participants were asked to identify which of the eight ways to create a positive first impression they use regularly and to explain why those activities work well for them.
3. Using the Sales Success Worksheet and the questions on page 2 of the Manager's Meeting Guide, the participants were asked to identify which of the eight ways to create a positive first impression they do least often and what they can do to start doing more of those activities.
4. Using the Sales Success Worksheet and the questions on page 2 of the Manager's Meeting Guide, the participants were asked to discuss how they go about positioning themselves from the beginning of the sales interview.

LAST NAME - FIRST NAME - MIDDLE INITIAL