

MANAGER'S MEETING GUIDE

EIGHT WAYS TO BUILD A POSITIVE FIRST IMPRESSION

BEFORE YOUR TRAINING MEETING

1. At least a week in advance, select a person to lead the training meeting on this topic. Send an e-mail, voice mail, or memo inviting your team to the meeting, and inform them who the leader will be. Also, remind them to complete the week's listening assignment.

Date of training meeting: _____

Time of training meeting: _____

Leader's Name: _____

I have invited my team.

2. Listen to this week's audio lesson.

I have listened to "Eight Ways to Build a Positive First Impression."

Notes:

3. Follow up with the guest leader.

Several days in advance of the scheduled meeting, check in with the individual whom you have chosen to lead the training meeting on "Eight Ways to Build a Positive First Impression." Ensure that he/she has the support needed (materials, supplies, etc.) and that he/she has a solid understanding of the content to be presented. Share the Topics for Discussion/Action on the next page with the individual.

4. Get ready for the training meeting the day before it's going to be held:

- Make sure the meeting room seating is arranged for group discussion.
- Be sure to have at least one large whiteboard and/or flip chart with markers.
- Send an e-mail, voice mail, or memo reminder to your team.

Topics for Discussion/Action at Your Training Meeting on “Eight Ways to Build a Positive First Impression”

- What ARE the 8 ways to build a positive first impression?
 1. *Create a confident manner*
 2. *Present a neat, professional appearance*
 3. *Smile*
 4. *Use a person’s name and pronounce it correctly*
 5. *Set a tone of importance*
 6. *Don’t apologize for taking someone’s time*
 7. *Be comfortable*
 8. *Position yourself*
- Which of the 8 things do you do most often? What is it about them that works for you?
- Which of the 8 things COULD you be doing? Why do you think they would help you?
- What are some ways you’ve found to help yourself relax before and during sales interviews?
- Most of us have said this, or something like it: “I know you’re a busy person and I do appreciate you taking time to see me.” Why is it such a bad thing to say?
- How should you be positioning yourself from the first minute of your sales interviews?

SALES SUCCESS WORKSHEET

EIGHT WAYS TO BUILD A POSITIVE FIRST IMPRESSION

I listened to *“Eight Ways to Build a Positive First Impression.”*

- Which of the 8 things do you do most often?

- Which of the 8 things do you do least often?

- What will you work on to do better?

- How should you position yourself from the very first minute of your sales interview?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.