

How to **Make a Great First Impression!**

Ask yourself,

AM I ALWAYS **INSTILLING TRUST**
AND CONFIDENCE IN MY POTENTIAL
CUSTOMERS AS I GREET THEM?

There are **very simple things** that we can do to **help our customers trust us**. Some things include:

1

KNOW YOUR PRODUCT

It is one thing to sell. It is another to help customers get the right products.

2

LEARN HOW TO SHOW CUSTOMERS THE BENEFIT OF YOUR SERVICE

For example, quickly tell them the layout of your store and ask what they are looking for that you can direct them to the right area.

3

GET TO KNOW YOUR CUSTOMER

Ask questions and be interested in the answers!

