

Director of First Impressions

Written by Steve Marr

Monday, 11 February 2019 05:28

I walked into the office of a business and the receptionist had a sign on her desk, "Director of First Impressions." I've seen the term before but seeing it in on a receptionist's desk made me think about its appropriateness. It was the receptionist who greeted people in person and represented the business when someone called in. It struck home the point that receptionist "Mary" understood that her business expected her to leave a lasting impression on each person who contacted the business.

Every time a prospective customer contacts us by phone, email or by walking through a door; they receive a first impression of our organization. We have the responsibility to ensure that the impression is positive and helpful. I have had some business encounters where my first impression was so negative, I never proceeded forward except to end a phone call or step out of the business.

When my phone rings, I may be focused on something or having a difficult day. However, I understand that the person calling will receive a first impression of me and the business. My responsibility is to ensure their first impression is positive, regardless of the circumstances I face.

When customers walk into a physical office, they register a first impression. If the business wants the first impression to be positive, it is their responsibility to ensure a neat and comfortable atmosphere for the customer to do business.

The Lord said to Samuel, "Don't judge by his appearance or height, for I have rejected him. The LORD doesn't see things the way you see them. People judge by outward appearance, but the LORD looks at the heart." (1 Samuel 16:7, NLT) Remember, customers will judge our business superficially; it becomes their first impression. Make sure their first impression is positive so they will come to find out just how authentically it represents the heart of the business is as well.

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