

YOUR BUSINESS IMAGE

From: Masters of Networking - by Ivan Meisner & Don Morgan

It takes less than 10 seconds to make a first impression.

During these first few seconds others form an opinion about your Educational Background, Economic Status, Credibility and Confidence.

In today's competitive marketplace, you need all of those to make that positive, 10 second, first impression.

So what do we need to do?

1) Educational background is demonstrated through Social Graces and Language.

Social Graces - Do you make the other person feel welcome & comfortable. Do you introduce them to others you think will benefit their business?

Language - what language do you use? Using slang in those first 10 seconds, for example, can suggest lack of knowledge and Credibility.

2) Economic status can be conveyed through a shirt with a frayed collar or badly scuffed shoes. Remember people like to associate with those who appear successful.

3) Credibility and Confidence

A. Confidence. The way you stand or shake a hand sends a message about your self-confidence. Do you slouch, have a weak handshake, or instead, do you walk with purpose and have a solid handshake?

B. Credibility. You show credibility by showing interest in others. Learn the art of turning a conversation back to the other person; to ask them questions.

Successful networking begins when you come face-to-face with another person. Make sure you get it right the first time. It may be the only chance you get.