① First Impressions

First impressions are a make or break in the trades. Customers often decide within seconds whether they trust you, and that impression can influence whether they hire you, recommend you, or ever call you again.

- Professional Appearance
  - Branded, clean uniform or workwear
  - Tidy grooming

- Clean, Well-organised Vehicles
  - Branded signage helps build trust
  - Tools and materials stored neatly – don't demonstrate chaos
  - Quality of your vehicle presentation demonstrates pride in the work you do

- On Time
  - Arrive when you say you will - gives you instant credibility
  - Communicate if running late – shows you respect the Customers time

- Friendly, Confident Introduction
  - Greet your customer with a smile and handshake (if appropriate)
  - Introduce yourself clearly
    - "Hi, I'm Dave from Mastercraft Electrical. Thank you for the opportunity to meet."

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① First Impressions (continued)

- Good Communication Skills
  - Speak clearly, explain things in a simple manner
  - Listen carefully without interrupting
  - Don't use industry jargon or overcomplicate

- Be Prepared
  - Have notepad, phone and necessary tools
  - Know what the visit is for
  - Demonstrate you value the customers time

- Be Respectful of Property
  - Wipe feet or remove footwear if needed
  - Don't slam doors, gates etc
  - Don't leave rubbish or mess

- Ask Smart Questions
  - Show interest in the customers needs
  - Suggest improved solutions if relevant
  - Don't just say "yep, no worries" to everything

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① First Impressions (continued)

- Don't Trash the Competition
  - Keep the conversation professional
  - Focus on building customer confidence in you and your brand by not bad mouthing competitors
  - Negative talk can make you look weak and insecure

- Communicate Next Steps
  - Advise your customer what will happen next
  - Thank them for their time
  - Follow up as agreed – "Thanks for your time, I will get the quotation and information through to you by this Wednesday"

Tip: Be professional & efficient in all your communication. Ensure your email signature, quotations and website are professional and accurate in terms of layout, spelling, contact details etc.

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