



JENNIFER HOWARD

THE FIRST IMPRESSION PROGRAM

For Businesses that Want to be the Best!®

Positive Image Solution wants to give you the opportunity to see your business or organization from the eyes of your customers...

If you have a physical location, this is the first "face" of your business the customer/prospect sees. Even if your business is conducted over the phone or computer, there are essential areas that you may be overlooking but your client may not. **A first impression can last a lifetime; is yours as first-rate as it needs to be?**

As business owners and managers, we get comfortable with how we conduct our day-to-day dealings. We don't always notice things that may be frustrating or offensive to our customers. **These areas may include:**

- **Not acknowledging a customer when they enter the office, lobby or retail business**
- **Indifference or rudeness over the telephone**
- **Offensive employee dressing habits**
- **The physical appearance of the inside of the business**
- **Maybe even that overlooked pothole in the parking lot**

From the minute one of our trained professionals enters the parking area to the time they exit onto the street, they are checking off and making notes about crucial customer service items that may have become unknowingly neglected. Telephone conversations with your business are also included.

But it isn't all bad news! We want you to know areas in which your business or organization is "winning" as well. It's those successes that can help catapult the "needs improvement" areas back to the top.

This program is designed for businesses that want to be the best and not just "get by" anymore.

Please call us for more information on this ground-breaking program. We offer practical and real solutions to any and all "first impression" challenges.



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www.positiveimagesolution.com