



HOW DO ASSOCIATES & CUSTOMERS PERCEIVE YOU?

Seven Keys to improving the way customers & associates perceive you:

- 1. Is your behavior agreeable?** Agreeable behavior raises the self-esteem of others.
- 2. Do you argue?** Don't overwhelm people with facts. Ask yourself, "What is important here - winning the argument or getting the sale?"
- 3. Do you practice acceptance?** Genuine acceptance of the person you are dealing with will improve his/her confidence in you.
- 4. Do you smile often?** A smile breaks the clouds of negativity. Use the law of reciprocity to your advantage.
- 5. Do you use appreciation?** Serve your fellow man's human need to be appreciated.
- 6. Do you say "Thank You"?** Few people, these days, do. Try it, it will bring rewards.
- 7. Do your associates and customers feel important?** Abraham Lincoln said: "Everybody likes a compliment." Praise someone's judgement, possessions or accomplishments in a sincere fashion.