



Dear Clients and Friends,

We've all gone up to a door festooned with a beautiful wreath or other ornament. Usually there's a welcome mat at our feet, too.

But, we've all gone to a business door or just inside of one only to be greeted by a "no solicitors" or "no smoking" sign or other admonishments. When this greeting is coupled with old magazines or a harried receptionist – the impression is not an

inviting one. And, this impression can color how a client or prospect views the firm's products and services.

Take the time to revisit your firm as if you're seeing it for the first time. A more welcoming impression will translate into more sales.

*Sincerely yours,
Jim Lill, President*

Lasting First Impressions

Everyone knows the adage about getting only one chance to make a first impression. But, businesses get a number of chances to make a first impression – any one of which can impact the bottom line! After all, clients, salespeople, mail and package delivers, callers and emailers all come into contact with a business in one way or another. It's important to reflect on the welcome that is given in each case.

Most firms think about creating a good first impression when clients come to the office or store. Businesses should consider how welcome the client is before they even open the door. Is the entrance or doorway inviting?

Once inside, what does the person see and hear? People should be warmly greeted and assisted as soon as possible. Look around the waiting area. Are the magazines current or old and tattered? Is the greeter too busy to greet guests?

For many firms, the first impression is a voice over the phone or voice mail. If the first contact is with voice mail, what does this say about the importance of the call? Be sure that any menus are quick and easy or that callers can get to a live person, if desired.

What first impression is delivered when a package or letter is mailed and received?

Many firms have a web presence. When someone visits the website is it easy to navigate and inviting? How easy is it to find information that a client or customer may need?

Once each of these "impressions" has been considered separately they should then be considered together. Does the firm have a consistent image that is represented across the various media? If the message is inviting and the place – real or electronic – is inviting, then clients will feel at ease and welcome!

Ask us about free COBRA, FSA and FMLA administration!

Mid American Group, Inc. *The Leading Edge*® 760 Pasquinelli Drive, Suite 358, Westmont, IL 60559 Phone: **(630) 789-9508** Fax: (630) 789-9516 Email: JimLill@midamgroup.com The information on this page is for general information only. It should not be construed as legal advice. All rights reserved. Pamela D. Mitroff Consulting, Inc. Wheaton, IL

(Please call us if you would like to discontinue the receipt of this monthly fax.)

The Advisor Advantage