First Face Ltd.’s SME Guide to Impressing Everyone you Meet

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Direct sales and marketing firm First Face Ltd. reveal just how important first impressions are and how they contribute towards the credibility someone has about an individual and their business.

Nottingham-based First Face Ltd. is confident that first impressions are vital for business success. The firm highlights how a strong first impression is imperative to building strong relationships and good business relationships - whether they be business to consumer, business to business, mentor to mentor, or any other form of business relationship - are the key to achieving success. Good relationships are what ensures a consumer has trust in the brand and encourages brand loyalty among consumers.

About First Face Ltd: http://firstfaceltd.com/about-us/

Here, First Face Ltd. has revealed their top tips on how to create a great first impression that the feel every business professional should learn from:

Personal Appearance – “Take control of every detail of your personal appearance and grooming,” shares First Face Ltd. The firm feels that to convey a strong first impression a business professional must resolve to look like a powerful, influential person in all of their business activities.

Study Fashion – “Study fashion and proper dress so you know exactly what to wear and in what combination,” outlines First Face Ltd. The firm believes that small changes in appearance can make a person seem more professional and encourage a better first impression. First Face Ltd. recommends reading a book, taking a seminar or even hiring an image consultant.

First Face Ltd. outlines how, “Clothes are responsible for 95% of the first impression you make on someone, because, in most instances, your clothes cover 95% of your body.” Grooming, hair style and the other ways a person can determine their appearance from the neck up also exert an inordinate influence on the way a person is perceived.

First Face Ltd. is an outsourced sales and marketing firm based in Nottingham. The firm specialises in a unique form of direct marketing whereby they connect with consumers face-to-face at personalised pop-up events. This gives the firm the ability to drive long-lasting and personal business relationships between brand and consumer. In turn, this often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

First Face Ltd. has a number of action steps in place to ensure that every person they encounter goes away with a positive perception of the brand. Firstly, the firm has a strong policy on appearance ensuring that no one can accuse the brand of being ‘scruffy’ or unprofessional. Additionally, the firm has extensive knowledge of their clients’ products and services meaning that they can answer every question, ensuring the consumer leaves feeling satisfied with the information they have gathered. On top of this, First Face Ltd. runs motivational meetings every morning making sure that their contractors feel good, are happy and energised and therefore this has a trickle-down effect to consumers, leaving a good first impression.

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