



### Competencies that are addressed:

#### PRIMARY COMPETENCY CATEGORIES:

- **Customer Acquisition**— Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.
- **Customer Experience**— Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and a desire for them to be a champion for our organization.

#### RELATED COMPETENCY CATEGORIES:

- **Attitude**— Maintains a friendly, positive, and enthusiastic outlook.
- **External Awareness**— Sees things from multiple points of view. Is mindful of how actions impact others. Keeps up to date with issues that affect area of responsibility.
- **Professionalism**— Projects an image of maturity and integrity that creates credibility.

# Effective First Impressions: Face to Face

## SUMMARY

The starting point for the entire customer service process is meeting and greeting the customer. The vital first moments with the customer set the tone for the entire interaction. By energetically and professionally welcoming your customer, you make successful customer interactions not only possible, but probable.

## CONTEXT

Customers want to be recognized, appreciated, and treated with courtesy and understanding. In order for this to happen, you have to be at your best in this meet and greet stage of the sales process.

In this module, you examine the critical first steps in the customer service process: meeting and greeting the customer. You work on exceeding the customer's expectations in their interactions with you. You commit to avoiding the kinds of mistakes that can damage the process before it has a chance to start, while following a simple process for moving the customer interaction forward.

---

### At the completion of this module, participants will be able to:

- Create an unforgettable first impression
- Use a process for meeting and greeting customers
- Make customers feel important

*"Begin in a friendly way."*  
—Dale Carnegie