

How's the view?

You only have one chance to make a good first impression. We've all heard that saying before. What is the first impression your customers and prospective customers have when they approach your place of business?

Is the glass on the front door clean, or are there fingerprints on it? Is there debris on the floor, or is it broom clean? Are there boxes everywhere, or are they hidden out of sight in the back room?

Have you seen the view that your customer has when paying for a purchase at your establishment? When is the last time that you stood on the other side of the counter? You might be surprised at what you see when you do!

We see our surroundings all the time and might not really see what's there. Think - tangled cables, used staples and paper clips, old pens and pencils, rubber bands and just about anything else you can think of. The worst part is that all of these things look even worse when they are coated in dust...which they usually are.

We make buying decisions based on many different factors. Need, product availability, price, ease of doing business with a company, and how things look.

Make sure the view you are providing your prospective customers and current customers is pleasing to the eye, inviting and CLEAR that you take pride in the environment you are providing.