

37 Marketing Impressions Leading To Success

Remember the saying...

“You Never Get a Second Chance To Make a Good First Impression”

Here’s a list of my favorite marketing impressions. Create your own list and strive for 100% support and participation within your organization. But remember, you must set the example as the leader of your company. Your people will do as you do, not as you say.

LEADERSHIP

1. Management must lead by example
2. Communicate Marketing Impression goals throughout the company.
3. Provide training on the skills needed to meet the goals

Note: Management must set the standards, abide by them, reinforce them regularly and make them a part of the company philosophy in writing and in practice.

VEHICLES

4. Letter all company vehicles identically
5. Advertise that your company maintains a drug free environment “Proud To Be...Drug Free”
6. Repair dings and dents
7. Keep vehicles clean and washed.
8. Maintain clean dashboards and keep cabs free of trash and debris
9. Obey road signs and speed limits
10. Exercise courtesy to other drivers

Note: Your Company is judged by the appearance of your vehicles and the manner in which they are driven. Depending on the number of vehicles you have on the road, your vehicles are making hundreds, if not thousands of impressions each and every day. Make sure they are good ones.

EMPLOYEES

11. Wear neat, clean and comfortable uniforms
12. Provide all employees with picture identification badges
13. Furnish lead technicians with business cards
14. Use “shoe savers” when in customer’s homes
15. Provide key employees with cell phones for instant communication
16. Empower employees to resolve customer concerns without delay

17. Never smoke in a customer's home or on their property
18. Remove debris and clean work areas completely
19. Require and maintain drug testing

Note: Your front line employees are your goodwill ambassadors in your community and will do more to influence your success than anything else you do. Except for the bookkeeper locked in the back room almost every other employee will come in contact with your prospect or customer at some point. Each and every employee must be 100% focused on leaving the prospect or customer with a positive impression on the company.

SHOWROOM/WAREHOUSE

20. Maintain a clean and well organized work environment
21. Design a "Customer Friendly" showroom.
22. Don't fill space with excess amounts of heating & cooling equipment
23. Display the newer technology in IAQ, zoning and the latest thermostats
24. Provide a comfortable table with four chairs in the showroom area
25. Make available, by address, a list of every home of every job
26. Include a history of testimonials along with the customer list
27. Decorate the walls with warm pictures of company employees
28. Use pictures of completed jobs with the homeowners including the job address
29. Hang a few "up to date" testimonials from satisfied customers

Note: From a Marketing Impression viewpoint, your showroom should serve the visitors, and not be a forum for the company to brag about how great you are. Homeowners don't care how many sales awards you've won, but they do care about your involvement in the community, the level of customer service you provide, how your past customers judge your work, the appearance of the people that will be working in their homes, and how many customers you already have in their neighborhood.

COMMUNITY INVOLVEMENT

30. Participate in at least one local organization (more than one is recommended)
 - a. Chamber of Commerce
 - b. Rotary Club
 - c. Lions Club
31. Pick a charity that means something to you and actively participate
32. Encourage your key people to join organizations and pay for their membership.
33. Participate in a social or country club and in its activities.
34. Engage yourself in local government activities.
35. Be an active participant in your church.
36. Support community projects.
37. Build an epitaph that your children will be proud to read

Note: Always remember that people want to do business with people.