

First Impression Tips

- Keep your positive attitude "on" at all times – attitude is the biggest factor that influences emotion and makes people feel good
- Your posture communicates – maintain good posture at all times
- Keep open body positioning – keep your arms and hands at your side or on your desk, and let nothing obscure your body
- Deliver the perfect handshake – palm-to-palm contact, with firm pressure
- Make and maintain appropriate eye contact and acknowledgement, even when on the phone with another customer
- Ensure appropriate look with well-fitted, stylish attire
- Manage your tone of voice – how you speak has the biggest impact on the customer

Successful Phone Strategies

- Offer a strong greeting
- Reduce tension and create interest in your opening line
- Always inquire about their time
- Don't drop your volume of voice when quoting money or requirements
- Share emotion
- Avoid the script
- On the phone, indicate you will be writing notes. Follow up any phone conversations with an email

Email Etiquette Tips

- Ensure subject line is clear and to the point
- Do not hit "reply all" unless absolutely necessary
- Double check that you have all information needed to address all questions or requests
- Do not share or discuss confidential or sensitive information
- Reply to emails in a timely manner - within 4 hours during the day and 12 hours at night

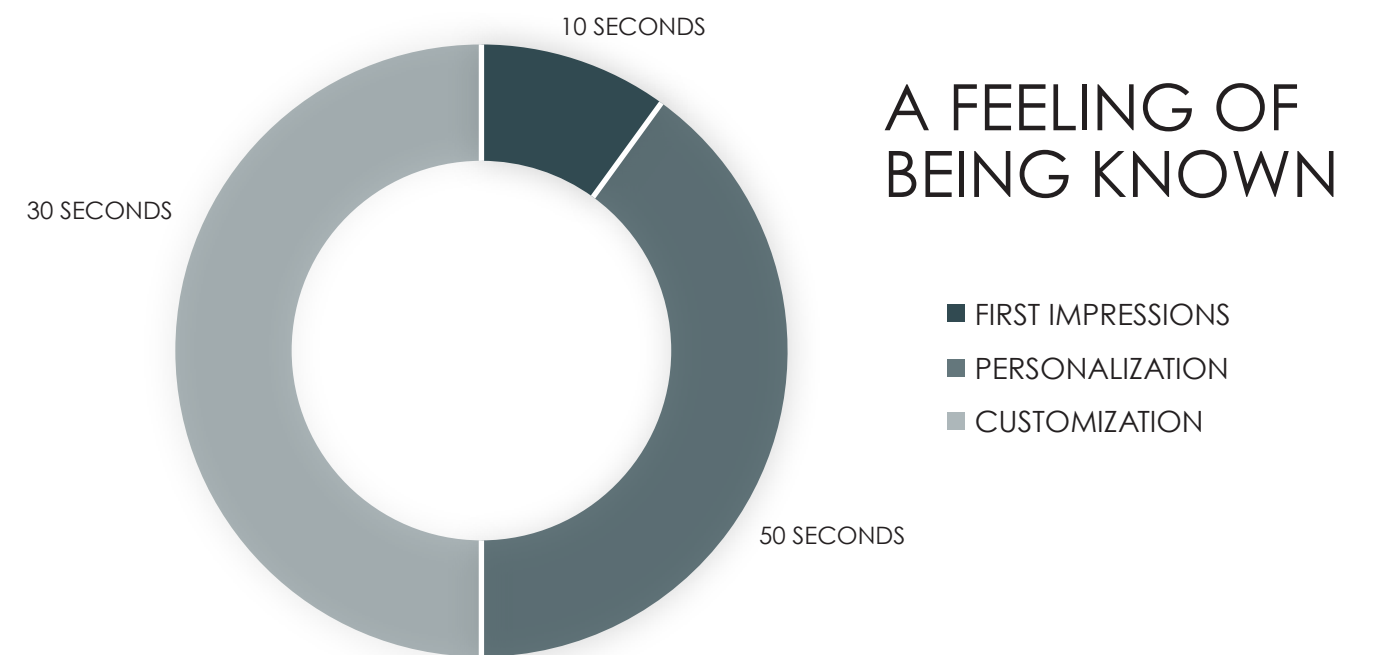
Fond Farewell Tips

- Ensure you met their needs or requests
- Thank them for the opportunity to serve them
- Reinforce their reservation details
- Invite them to return or call you back

IMPRESSION MANAGEMENT

Relationships

"Perception is two parts heart, and one part brain."
– Ancient Proverb



First Impressions

HAKKASAN ✪ GROUP

Attitude

"55% of the first impression you give is based on what people see, 38% is your tone of voice, and 7% is based from the words you use."
– Nathan Boothman, Author

FIRST IMPRESSIONS IN PERSON

Body Language

Facial Expressions

Grooming

Words and Tone of Voice

FIRST IMPRESSIONS ON THE PHONE

FIRST IMPRESSIONS OVER EMAIL

LAST IMPRESSIONS

MY COMMITMENT

"Two things remain irretrievable: time and a first impression."
– Cynthia Ozick, Novelist