



Registered members follow this link to log in.

THE SALES PROCESS

- [Creating Demand](#)
- [Opportunity Assessment](#)
- [Value Development](#)
- [Value Confirmation](#)
- [Negotiate Agreements](#)
- [Extending Relationships](#)

SALES RESOURCES

- [Sales Books & Whitepapers](#)
- [Videos](#)
- [Podcasts](#)

PERSONAL PERFORMANCE

- [Motivation & Attitude](#)
- [Ethics & Integrity](#)

[HOME](#) [ARTICLES](#) [NEWS](#) [ARCHIVES](#) [BLOGS](#) [PODCASTS](#)

[Home](#) » [News](#)

A Question from the Field... Answered by Colleen Francis

By [EyesOnSales](#) on Feb 11, 2008 | [People](#)

Dear Colleen, How should I dress when seeing clients - especially for a first meeting? Thanks, Scott

Hi Scott,

I find that in today's selling world more and more sales people think it's OK to get away with a casual look in front of their clients. And while some industries might support a well tailored "business casual" look, most will not support golf shirts, jeans and outdated and ill fitting clothes. Sadly...I see it a lot.

Truth is that I still sell more when I am wearing a suit. I believe it's because a suit (or jacket) suggests expertise, authority and success. People want to deal with people they think are successful. And, like it or not, they base their thoughts about you, on your appearance. Notice how all news and sportscasters still wear suits when broadcasting TV games? Even amateur sports teams travel on game day in suits to convey professionalism.

Over time, research continues to show that your outer look has an impact on how others view you. Dr. Robert Cialdini of "Influence at work" shows us through his work that "when you look good, it is assumed that you are good at what you do." I think it is always best when meeting new business associates that you look extraordinary, not ordinary.

Image and Branding expert [Sandy Dumont](#) who deals with high-powered

Search this site

DAILY SALES QUOTE

"The fishermen know that sea is dangerous and the storm terrible, but they have never found these dangers sufficient reason for remaining ashore."
--Vincent van Gogh

- [Increase font size](#)
- [Print-friendly version](#)
- [Email link to a friend](#)

[Invite a friend](#)

NEWS SUBMISSIONS

We welcome your suggestion our "news" section — which is actually just news. We're also looking for interesting website cool stories, online resources whatever, as long as it has a connection to sales and sellin

[Career Development](#)

EXECUTIVE CORNER

[Sales Leadership](#)[Sales Management](#)[Recruiting Talent](#)[Compensation & Incentives](#)

SALES SPOTLIGHT

[Selling to Executives](#)[Selling for Non-Sales People](#)[Selling Professional Services](#)

February's Featured Author is
Jill Konrath.

Get her best selling sales book,
FREE!

Jill is a leading-edge sales strategist and business advisor who helps sellers crack into corporate accounts, shorten time to revenue on product launches, speed up their sales cycle and achieve their revenue growth goals.

If you enjoy Jill's work as much as the editors of EyesOnSales do, why

entrepreneurs says "Looking powerful and upper class not only gets you noticed; it leads to higher credibility and respect." As sales professionals you need to make your first impression the best impression, to gain respect which will foster the framework of future business relationships.

Success coach Lee Mitteer reminds us that "if you don't make a positive impression by your appearance when first meeting people in any professional environment, you are likely to be dismissed as if they don't know your credentials or your success in your field. It has been proven that when you meet a person for the first time, your unconscious mind makes an instant evaluation that is almost always permanent and rarely given a conscious – or second – thought."

Give some thought to what you look like before you leave the house or office to make sales calls. Sales is about style AND substance, and without the style, you never get a chance to show your substance off.

For additional comments on this topic visit our Blog.

Good Luck!,
Colleen

Post new comment

Your name

E-mail

The content of this field is kept private and will not be shown publicly.

Homepage

Subject

Comment *

Take a look at what we've po before, and send in your links our [contact form](#).

MOST E-MAILED

- [What Do You Expect?](#)
- [FREE Webinar: How to Use Sales Messaging to Win M Business](#)
- [How To Stop Giving Profits Away](#)
- [Change Something](#)
- [Can't Sell Today](#)

not receive a copy of her book, *Selling to Big Companies*, free?

Landslide Technologies is offering a free copy of Jill's book when you attend a live online demo that shows how selling using Landslide helps you close more deals with far less data entry.

Register for the demo by clicking [here!](#)

All of Jill's published content on EyesOnSales can be found here: [Jill Konrath Articles](#).

- Allowed HTML tags: `<a>` `` `` `<cite>` `<code>` `` `` `` `<dl>` `<dt>` `<dd>`
- Lines and paragraphs break automatically.

[More information about formatting options](#)

[PREVIEW COMMENT](#)

[POST COMMENT](#)



[About us](#) | [Contact us](#) | [Contribute](#) | [Praise](#) | [Privacy](#) | [Terms of service](#)

© 2002-2007 EyesOnSales and the respective authors. All rights reserved. Reproduction is prohibited.
Site design by [mqstudio](#)