

Make More Sales Without Even Talking!

by Cathy Kuzel

Take a long, conscientious look at yourself in the mirror.

Be honest to yourself, what do you see? Is your hair neat and stylish? Does your outfit reflect your business? Are you dressing the way a successful business woman should? Is your overall look tasteful? . . .

The fact is, most clients want to identify with the people they do business with.

They want you to be up-to-date and expect you to know the 'latest and greatest' about your product/service – that includes how you look. Many times, clients will take your advice seriously only if you look the part.

It's amazing what a great personal image can do to increase your service and product sales.

Murphy's Law states: when you least expect it – expect it!

Stay away from the trap of not caring how you look. That one time you didn't de-lint your black jacket or you just stepped out of your home office without taking a glance in the mirror will be the time you run into that really important client.

Picture yourself as the packaging of the product/service you sell.

YOU are really what you're selling.

Anyone can offer the same things you do but ultimately it's YOU that makes the difference.

Think about it . . . if you had to choose between two women on sight alone, both of whom are equally qualified as office assistants and one had on a tasteful matched outfit, nails trimmed, hairstyle simple yet neat and the other had on blue jeans, scuffed shoes and was sucking on a candy, who would you pick?

Be honest!

Do you Dress for Success?

Studies have shown that your success as a business person will be judged by your outward appearance and image.

Fair? Not really, but it's a fact.

Keep in mind that your image is always there, talking for you and you want it to be saying: "Hi, I'm glad to see you, I'm great at what I do and I'm ready

to take good care of you.” So don’t neglect your image, it can be your best salesperson!

And the most important accessory that everyone needs to complete their outfit is a . . .

SMILE!

Wear one every day. It becomes you!

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About the Author

Cathy Kuzel, author of Are you a Collector or a Connector, publishes “Connect!” a monthly ezine providing free information and resources for entrepreneurs. She is a professional speaker and trainer on sales, customer service, professional development and a guru at networking.

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