**For additional information, please contact
your Dale Carnegie Training representative**

Competencies that
are addressed:

**Primary Competency
Categories:**

• Customer Acquisition—
Identifies and converts
prospects who should be
doing business with us into
customers who are
champions for our
organization.

• Customer Experience—
Creates an environment with
customers to maintain a
positive long-term
relationship. Leverages
positive experiences to
create customer loyalty and
a desire for them to be a
champion for our
organization.

**Related Competency
Categories:**

• Attitude—
Maintains a friendly,
positive, and
enthusiastic outlook.

• External Awareness—
Sees things from multiple
points of view. Is mindful of
how actions impact others.
Keeps up to date with issues
that affect area of
responsibility.

• Professionalism—
Projects an image of
maturity and integrity that
creates credibility.

Effective First Impressions: Face to Face

SUMMARY

The starting point for the entire customer service process is meeting and greeting the customer. The vital first moments with the customer set the tone for the entire interaction. By energetically and professionally welcoming your customer, you make successful customer interactions not only possible, but probable.

CONTEXT

Customers want to be recognized, appreciated, and treated with courtesy and understanding. In order for this to happen, you have to be at your best in this meet and greet stage of the sales process.

In this module, you examine the critical first steps in the customer service process: meeting and greeting the customer. You work on exceeding the customer's expectations in their interactions with you. You commit to avoiding the kinds of mistakes that can damage the process before it has a chance to start, while following a simple process for moving the customer interaction forward.

At the completion of this module, participants will be able to:

- Create an unforgettable first impression

- Make customers feel important

- Use a process for meeting and greeting customers