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**Customer service**Know about the value of giving customers a positive first impression of an organisation.

NAME:

DATE:

WORKPLACE:

Studies show that first impressions are made within the first \_\_\_ seconds of meeting someone new.

\_\_\_% of that impression is based on appearance, \_\_\_% is based on the words we use and \_\_\_% is based on our tone of voice.

This means that before we even get time to demonstrate our abilities, the first impression is already made.

7 17 38 55

Write some points on why first impressions are important. How could they affect your success? Create your mind map and insert it here.

![k29253246[1]]()*This is your chance to create a ‘How to...’ for first impressions. It* ***must*** *contain written descriptions, you can add images and/or case studies. You could record videos or audio descriptions.*

Your project **must** include first impressions when:

 meeting someone for the first time, for example when a customer has questions.

 speaking to people for the first time, for example over the telephone or face to face.

Your project must also include how these first impressions affect the business that you work for.

**Insert your ‘How to…’ project here. Add duplicate pages where necessary to ensure you have enough space.**

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