

Does Your Dress Mean More Sales

By Bob Brolhorst

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Maintaining a professional image is the most important thing you can do for yourself and for your company. With the advent of "casual dress" days and the influx of away-from-public-view dot-com companies, you would think the "dress for success" concept is maybe a thing of the past, but there is nothing more than farther from the truth. The way you dress speaks very much of what you are as a person in the business world.

Statistics state that 55% of judgments are made based on what is seen visually, as opposed to 38% based on voice and the message you give. That means what you wear or how you are seen is the most important factor in making the right connection. The same holds true for your company's image as well. Any materials you send out need to maintain that professional image to enhance your marketing strategies. Your image is your livelihood.

You need to set yourself apart from both the competition and your clients by conveying your integrity, credibility, and power in others' perception of you and your company.

Here are some of the tips that we use in our consulting business:

- Don't adjust yourself (clothes, hair) while speaking. It diminishes your personal power.
- Always dress better than your clients.
- Dress to where you are going in your career, not where you are now.
- Jackets say "successful."
- Out of style says "lack of success."

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