



Professional Appearance

Appearance. It's important!

You need to be aware of how your company is portrayed to your customers and potential customers. Most customers will never tell "you" if you or your employees look unorganized or sloppy, even if they think it's costing them money. Customers are more likely to pay you a compliment, because it's easier and it makes them feel good. If you are not hearing compliments, there may be a reason.

"I guarantee you; right now your job site appearance is either helping or hurting your business."

Most companies have one or two technicians within their organization that routinely receive thank you letters from customers. This is not luck or coincidence, they earn those letters, by showing up **(ON TIME)** and conducting oneself in a friendly and professional manner.

When a customer sees you displaying a professional image it makes them feel good about choosing your company.

There is nothing professional about climbing in a work van showing off one's backside with one's feet dangling out the door trying to find a box of fittings, or standing outside the van tugging on a power cord that is tangled around the step ladder. There is certainly nothing professional about leaving nails and screws in the customer's driveway or the parking lot of your best service contract customer. **So don't do it.**

Something else you should be aware of; most homeowners who work outside the home will hire the same contractor that they have seen at their workplace, unless something has persuaded them not to.

Don't take chances and disappoint your customers. You may only get one opportunity to impress them.

Good professionalism and good appearance are synonymous. When you go to the doctor or the dentist, you expect professional services, don't you? You expect to walk into a clean, well lit environment with a polite staff. Your expectations are no different than your customers'.

TIP - *When on the job site don't be fooled by the absence of your customer or neighbors. Chances are someone is watching and your company's image is on display. I guarantee you; right now your job site appearance is either helping or hurting your business.*

To learn how you can improve your job site appearance, call Jemrack at 866-536-7225.

Appearance - Key Points

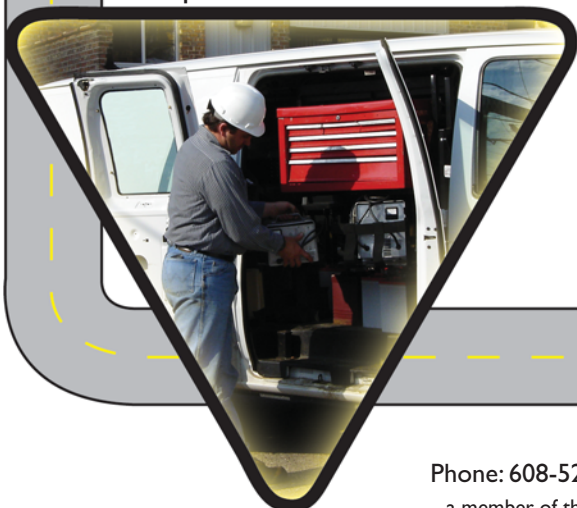
Always be aware of how your company looks to your customers and potential customers.

Showing a professional image makes a customer feel good about choosing your company.

Don't take chances with your appearance, the customer is always watching and you may only get one opportunity to impress them.

You expect professionalism when seeking services, your customer expects the same.

Homeowners who work outside the home will typically hire the same service contractor their place of employment hires, especially if they display professionalism.





JEMRACK®

A COMPLETE FLEET PROVIDER, PROVIDING IDEAS AND PRODUCTS FOR AN IMPROVED WORK ENVIRONMENT

- Product Designs with Safety in Mind -
- Custom Fleet Manufacturing -
- Entirely Made in the USA -
- Available Through Your Ship-thru Up-fitter -
- Polite Personal Service -
- On-time Orders -
- Competitive Prices -

FOR A QUOTE
CALL: 866-JEMRACK (536-7225)
E-MAIL: jsrockett@jemrack.com or info@jemrack.com

**“Our work today,
does your work tomorrow...”SM**