



Nick Bishop Solutions

First impressions



What will yours be!?

We often hear the expression “Don’t judge a book by its cover”. But similarly, we are always reminded that first impressions count.

So what is the truth of it? Let’s purely focus on “First Impressions”.

A fabulous pub that I sometimes use to either eat, or more commonly just pop into for a glass of wine, has just had a change of landlord. The exiting person, had transformed the place, was well liked by all, and a charming person. One could say a tough act to follow.

I saw the new incumbent for the first time last night. I am a great believer in first impressions...I will then decide if over time I want to open the book and look beyond the cover. A great adage in business is to look after your customers well (repeat business), and work on the new business.

I watched the new landlord, the pub was quiet but there were groups of people either eating or chatting over a few drinks. What a perfect moment to just drop by the drinkers, for a very quick welcome and introduction...When the diners had finished, to do similar! Not a sign of it, and not a smile.

Similarly, had I been the new landlord, how about asking the excellent bar team that has been inherited, to perhaps point out some of the regular customers.

What a missed opportunity and on a quiet night, the chance to make a great first impression. There is a slight oxymoron in the following...

“A great leader leads by example...The brand himself and living the brand”

“A great leader empowers his people in such a way that he is not missed when not there”

So returning to the licensee. First impressions within the service/retail sector are so important. The next few visits and the impressions that the new incumbent makes on both myself and my colleagues, will determine where we spend our money!

Ignore your existing business at your own peril!!

“First impressions matter. Experts say we size up new people in somewhere between 30 seconds and two minutes” ELLIOTT ABRAMS.