



BEST IMPRESSIONS® LLC



Peak Profitability By Dawn E. Waldrop

The development of employee image is a core business investment in all economic climates, not just an elective for times of prosperity. The return on investment is immediate and long term. Employers who leave wardrobe decision up to employees are concerned that those decisions are causing the company to lose customers and is negatively impacting the bottom line.

Implementation of business casual dress to attract and retain employees is hurting organizations financially in sales and customer service. Companies, know it, but they believe they cannot do anything to change this dilemma. Management thinks casual is what the employee want, but they have not asked the right questions and thus structured an inappropriate dress code. The reality is that saying no to three-piece suits does not mean jeans and a tee. Employees are displeas with co-workers dressing unprofessional and the confusion that has been created in not knowing what to wear to work.

Organizations are aware that the manner in which some employees present themselves is negatively affecting desired results. It is important to take the necessary steps to develop the awareness and a system that leads employees to consistently present themselves to achieve the result they and the company ultimately desire.

Gone is the past perception of image training as fluffy brown-bag lunch programs. There is a widespread realization that far from being a soft skill, professional presentation directly affects sales and customer retention. Now companies are experiencing a consultative approach with an image consultant who customizes objectives in a way that highlights value to the company.

Companies that provide image training or one-on-one coaching are seeing increased sales volume, profit, customer retention and repeat business. The key to this training is teaching employees how to make professional wardrobe decisions. A system that leads staff to choices that are in alignment with corporate interests while maintaining their authenticity and individuality.

- The employee who dresses unprofessional undermines the goals of the organization.
- The employee who dresses moderately professional has a neutral impact of goals.
- The employee who presents a professional presence accelerates their own success as well as the company's success. These are individuals who are looking to brand themselves for career success and advancement. In their work, appearance is a significant component in how they will be perceived and how successful they will be.

Companies merging with or acquiring companies now face challenges. Will they choose one dress culture over the other, invite chaos, or institute a new effective system that members of both cultures can live with? Companies are searching for this third alternative. Smart companies recognize presentation matters and employee image makes a strong business statement.

These companies are shifting to dressing more professional for **peak profitability** of the company.

Dawn Waldrop is a National Speaker & Image Consultant. Founder of Best Impressions® LLC in 1989.

A leading expert on attire in the workplace she motivates professionals how to present their best image for success through keynote presentations, half/full day training sessions, one-on-one coaching & personal consultations.

She is the author of the book: Best Impressions How To Gain Professionalism, Promotion and Profit.

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