



LASTING IMPRESSIONS.....

You only get one chance to make a first impression. I have heard that said my entire life and I believe it to be true. First impressions are extremely important, particularly in a business situation. When first meeting a customer, you should arrive early, dress professionally, demonstrate a knowledge of their business and the issues they may be facing, be prepared to listen and to discuss possible solutions. Those things will get you in the door. But what about keeping you there?

Making a good first impression is important but making a GREAT last-

ing impression is vital if you plan to continue to serve that customer. The following are just a few of the things necessary for a great lasting impression.

1. Expertise. Your expertise is the commodity you bring to the table. Make sure you deliver.

2. Availability. Always be available to answer questions in a timely manner.

3. Sense of urgency. Every customer request should be considered urgent.

4. Communicate. Regular communication is essential to understanding the customer's needs and expectations.

5. Integrity. Always keep your promises. Never miss a deadline.

These things have been a part of Crosslin & Associates core values from the founding of our firm more than 25 years ago. If you are looking for audit, tax, consulting or IT security services and would like to experience a great lasting impression, contact one of our experts at Crosslin & Associates. We will continue to treat you like a prospect long after you become a customer.



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