



## The WOW Factor: Sight (Part 1 of 5)



Welcome to The WOW Factor series. Each issue we will be bringing you tips on how to create the ultimate selling environment for your office. In trying to create an experience when visiting First Protective, we found inspiration from customer service legends such as the Ritz Carlton, Starbucks, and Nordstrom. We decided to be very intentional about appealing to the five senses. In this issue we look at the sense of sight.

First impressions leave lasting impressions. This is why the visual appearance of your office is so crucial. For example, we use a welcome sign to welcome visitors when they enter our building. Try something that sets your office apart from all the others. For instance, one firm with whom we have consulted put flower boxes outside their office windows in an office complex where all of the suites looked the same. These flower boxes immediately differentiated them from every other suite in the complex.

Moreover, it is crucial in your attempts to improve the visual appeal of your office that you appeal to the woman. In the process of making financial decisions, women are normally deeply involved. Women tend to buy a connection first. If the woman doesn't like it, chances are her husband won't like it either. If you don't sell the wife, they won't buy you period. *Connect with the wife if you want to sell the family.*

Next, the cleanliness of your office, the way in which you are dressed, and the appearance of your car all make highly visual sight impressions that are normally the first impression a client makes. I cannot stress enough the importance of keeping a neat, orderly office even if you are normally messy like me. If your office is messy, it sends the message that you are unorganized.

If you are a man, invite your spouse or a female friend to come to your office and tell you what they see. They will see it very differently than men will. When my wife came through our offices, she made tremendous suggestions that I would have never thought about. For instance, we used soft, warm and inviting colors to decorate our office instead of the traditional corporate grays, blues and hunter greens, which are considered "male, power colors."

In addition, consider the message that your automobile projects. Your car doesn't have to be flashy, but a clean, well-kept car sends a positive message. A Jaguar, Mercedes or other equivalent car is almost standard in southern California, however; in smaller or rural markets these types of automobiles may be viewed as pretentious. Know your market, and drive the type of vehicle that fits the market in

which you work.

If you use these techniques, clients will immediately be impressed and feel at ease upon entering your office. Differentiate yourself from the competition. Concentrate on the sense of sight, and watch your results soar as you make better first impressions.

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