The Steps Involved in Boosting Your Businessâ€™ Image

by Mark Bennett

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Boosting your company image can be a tough task. Whether you are one of the top brands in cable service like Comcast Cable, there is always a need for you to develop your brand. Only if you improve your company image, you can have a good business. Besides that boosting your businessâ€™s image when compared to your competitors, it is no walk in the park.

The following are some of the things that you can implement to boost your companyâ€™s image

A Good Communication

Have you offered advice and even a formal training session in effective communication? A pleasant, confident telephone voice or the ability to impress people face to face can be invaluable skills for your staff. You may think how you could do this, well it is easy. Take an initiative to introduce yourself at all social and company events. If you are nervous, ask questions.

The key to connect is conversation and the secret of good conversation is to ask interesting questions. You can even prepare some good ones ahead of time. Another way to build your self-confidence in business or at social situations is by focusing on your past successes. The best tactic is to encourage your friends and associates to share their success regularly.

Formidable Appearance

The next thing you need to do is check whether your associates look like top professionals. How many people do your staffs can come in contact with each day? Try to remember that your company image is talking even when your staff is not. Consider offering professional group or individual wardrobe and grooming sessions. Image that you want should reflect the culture of the organization as well as personal style. Inappropriate clothes or grooming can invalidate the individual and even the entire department or company.

In case of clothes, try not to be expensive. But they should fit. Be sure to figure the cost of appropriate alterations when shopping. Ill-fitting clothing, no matter how costly or stylish is quite unprofessional. Also go easy on accessories. Avoid oversized earrings and necklaces for women, earrings or too many rings on men, exotic shoes, and visible tattoos. Jaunty neckties may be fun and fashionable, but donâ€™t upstage yourself, especially if you work in a job where people see you from the waist up.

Look clean, neat, and healthy. Unpolished or worn out shoes announce that you donâ€™t care. Hands should be well manicured, hair and skin well cared for, and clothing clean and pressed, with no dangling threads or loose buttons. Bad teeth are a huge turnoff because people look at your mouth when you talk. Take care of your teeth.

Right Attitude

Is everybody excited and highly motivated about the work they do? Every single member of your staff, no matter what the job description, is a Public Relations representative. Just one unhappy worker or one with a bad attitude at any level can do terrible things to your departmentâ€™s image. Do you have strategies for maintaining high morale? Do you regularly encourage feedback and validate all ideas, implementing as many as possible? When you can do this, you give your staff â€œownershipâ€• of the organization, so they are excited about coming to work each day.

Another way to encourage people is by putting the right person in the right job. Do you ask the right hiring questions? After youâ€™ve asked the usual â€œresumeâ€• questions â€” job history, education, sa expectations, etc; the prospects can be probed with questions that will illuminate their hopes, goals, inclinations, and reservations.

Gaining Knowledge

Do you provide opportunities and incentives for learning all the latest developments and innovations in your business? This would seem like a fundamental, but sometimes it can slip through the cracks when budgets are tight and the pressure is on.

Frankly, when your team looks good, you look good. With just a little help from you, each and every employee can sell the image of your organization by presenting a polished, highly professional image to the world.

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Mark Bennett - About Author:
Mark is a freelance writer and columnist. Also being an active blogger, he likes to share his thoughts with the rest of the world and to source out some great deals on home services like the one offered by a Comcast Cable

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