DAY 08 Wednesday, 18 Nov 2026

Approaching Potential Customers - First Impression Matters!



Key points

1. First Impression
2. Professional Introduction
3. Permission-Based Approach
4. Communication Skills
5. Active Listening
6. Customer Respect
7. First Contact Script
8. Role Play

Approaching is the process of making the first professional contact with a potential customer. A successful

approach should be polite, clear, respectful and permission-based.

1. Create a positive first impression.
2. Introduce yourself and your professional role.
3. Ask permission before starting the discussion.
4. Listen carefully to the customer.
5. Respect the customer's time and decision.

Today's Assignment: Prepare a 30-second introduction, practise with a colleague and conduct one permission-based customer approach.

Online: https://warsiesp.com.pk/training/state-life-30-day-training/day-8