

The Professional Presence Series

A Rose by Any Other Name = Lost Sales

Many a sales and businessperson have left a prospect's office without a sale or networking opportunity because they used a fragrance that the prospect did not like.

We often forget the original purpose of perfumes and colognes: it was to cover up body odor in the days when bathing was not a daily practice. Today's fragrances can be so distracting or intoxicating that we don't pay attention to the message being delivered, or worse yet, look to avoid the messenger.

In today's environment, many people can be highly sensitive, even allergic, to the odor of perfumes and other applied body chemicals. Included in this are hair sprays, shampoo, colognes, deodorant, detergents, fabric softeners and soaps. This mélange of fragrance and chemicals may even cause the person you're soliciting a headache!

Scent may have another unintentional effect on the recipient: we tend to associate each smell with a memory. While this memory may be positive, it could just as well be negative.

The Communication Coach responds: Unless you can be *sure* that the fragrance you wear is an enhancement to your business activity and not a distraction, avoid using it. You may want to try using "organic" label products as they are less likely to cause your prospect an adverse reaction. And when applying any body fragrance, ***let us dab not spray!***

If you find this information helpful, please pass it on to a colleague or friend then call me to find out more about what training and coaching can do for your business.

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Business Owners, Sales/Marketing staff! Want to increase your cash flow? Our **Power of Strategic Networking** Workshop on October 13th is the sure-fired way to build your business by developing focused high-tech, low-tech or no-tech networking skills and connections. www.hg-training.com/workshops **Must pre-register.**

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