



## ODA / Management Review

### A Note From Joel

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#### "Projecting the Company Image"

My regular readers will recognize that I devote a good deal of my practice to recruiting and sales coaching. Recently, I have alternated these two topics in my monthly newsletter.

Although these two topics differ, it turns out that they have a lot in common. In both cases my client is presenting himself to the marketplace. On the sales side presenting products and services in an appealing way. On the recruiting side presenting the company and the position in a positive way.

In both cases we are talking about influence. How can we get the customer to buy and how can we get the candidate to sign up?

The term "Company Image" comes to mind. Prospective Customers and Potential Employees alike are evaluating our businesses. They are looking at our offering in depth beyond just products and services.

Here is the key. Success will result when we are offering excellence where the prospect will achieve their goals as a customer or an employee.

It has always been true that suppliers and vendors prosper when they satisfy their customer. Sales Pros present the best side of their product and service, but they don't stop there. They polish the image of their company to build a barrier to losing business to their competitors.

And now, business owners are finding a shortage of skilled and motivated employees. So, they too, are polishing their image to attract the best applicants. These prospective employees are just as critical to the firm as their customer counterparts.

So, there is a parallel for the savvy business owner. Spruce up that Company Image with applicants and they will, as employees, project your positive Image with customers and employees alike.

**In the meantime, Good Managing!**

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