

## Powerful First Impressions

First impressions are extremely important – they can be the make or break of a Card Member relationship and will set the tone for later communications.

Here are some top tips to help you create a great first impression:

**Smile:** Your callers will be able to tell. Smiling affects how we speak. Listeners can identify the type of smile based on sound alone (a study by scientists at the University of Portsmouth confirmed this).

**Tone:** Listeners will detect the type of smile and whether it is authentic by the tone of the speaker. Is the voice lazy or enthusiastic, clear or unintelligible?

**Posture:** Your posture is very important as it affects your tone. Sitting upright will produce a more assured voice. Slouching will have your voice sounding apathetic or worse, automated.

**Speed:** It's important to speak neither too slow or too quick. Speaking too fast gives the impression you're rushing. Speaking too slowly can come off as condescending and uninterested.

**Rhythm:** Speech that engages, has a rhythm. Speak with a natural cadence that rises and falls with different emphasis.

**Avoid "up-talk":** It can make you sound unsure of yourself and lacking in confidence. Watch this video for more details:

<https://youtu.be/NQWej-hMiZI>