

# First Impression: Positive?

When a person applies for a job, what makes a manager want to hire that person? A survey was taken to ask managers the question: What thoughts go through your mind to create the first impressions of the young adults who walk into your business looking for a job? The results of the survey confirmed the old saying: “You never get a second chance to make a good first impression.” The survey found that managers rely on the first impression to make a decision to hire. Also, managers were asked to list the things that make a good first impression. The managers said:



## #1 — Appearance

First important thing to create a good impression was appearance of the young job seeker as he or she walks in to ask for a job. The manager starts thinking about the questions: Is this job seeker neat, clean, and wearing correct clothing for the job? Would the hair, make-up, and jewelry be acceptable to my customers? Does this job seeker look like he or she would get along with the workers in my store? Does this job seeker look like he or she wants to work?

## #2 — Positive, Outgoing Personality

The manager continues thinking about the young job seeker: Does this person smile and act like he or she enjoys life? Does the job seeker make good eye contact? Is the job seeker polite? Does the job seeker show self-confidence without being arrogant (conceited, rude, sassy)? Does this person have good attitude?

## #3 — Complete & Accurate Application

The application is third most important thing in making a good first impression. Managers look for the following: Is the computer or paper application complete (no missing information)? Is spelling correct? Are names and phone numbers of work and personal references listed so that I can call each one?

## #4 — Communication Skills

As the job seeker talks with the manager about the job opening, communication skills (talk and listen) create a first impression. Managers think about these questions: Does the applicant speak in a friendly, clear voice? Does the applicant listen to questions? Does the applicant answer questions with accuracy and ease, telling of skills and experience? Would my customers like talking to this person?

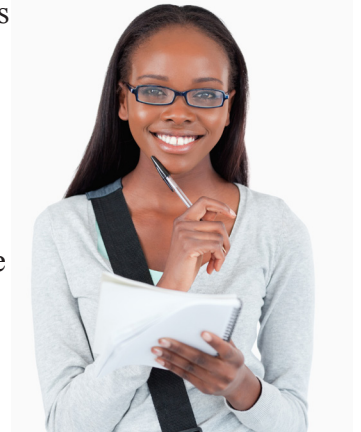
## Other Important Things

Other important things that make a good first impression include: 1) Proven desire in wanting the job. For example, manager tells job seeker to check back in 2 weeks, and the job seeker does check back in 2 weeks — proof of good time management skills and that the job is really wanted. 2) On time for the interview. 3) Willing to work flexible hours. 4) Have transportation to the job. 5) Succeeding in school. The next page lists some tips managers gave to help young job seekers make a good first impression:



**Grocery store manager says —**

At our grocery store, all applications are screened (reviewed) by the main office. The office turns down applications that are incomplete. The good applications are given to store managers for interviews and hiring. Managers look for young workers who are punctual (on time for the interview), enthusiastic (happy about the job), and have good talking and listening skills. And, cell phone OFF!

**Clothing store manager says —**

We hire job seekers that are dressed well and want the job. We like people that have experiences working with others as a team member in sports, clubs, or volunteer work. We like to hire upbeat and happy people. They must be smiling!

**Exercise gym manager says—**

We hire job seekers who are outgoing and friendly. The application must complete. We look for a smile, good eye contact, and correct sports clothing. The job seeker must give good answers to all interview questions. The job seeker must enjoy healthy living — eating healthy and working out.

**Restaurant manager says —**

The person's appearance is always the first impression for me. I like applicants who are clean with short hair or hair pulled back, and not too much makeup. I look for clean fingernails. Person needs to smile. Job seekers must enjoy working around people for counter sales; and must be accurate worker for cook.

**Home improvement store manager says —**

I never give out job information over the phone! The person must come to the store to ask for application and job. The job seeker needs to be neatly dressed for our store. Do not come in with a parent or friend tagging along. Do not come in during busy times — if I am busy, return when the store is not busy. The application should be accurate (correct names and phone numbers of school, work, or personal references).

**QUICK CHECK:**

1. What question did the survey ask managers?
2. What is the old saying?
3. Appearance: List 3 questions that start thinking about when the job seeker walks in
4. Positive, Outgoing Personality: List 3 questions the manager thinks about.
5. Complete & Accurate Application: For what 3 things do managers look?
6. Communication Skills: a) List 2 examples of communication skills. b) About what 3 questions do managers think?
7. Other Important Things: a) Give an example of how you prove good time management skills and that job is really wanted. b) List 2 of the 4 Other Important Things.
8. Grocery Store: a) What 3 things do managers look for? b) What is OFF?
9. Clothing Store: a) What type of experience is liked? b) In your opinion, why do clothing store managers like smiling job seekers?
10. Gym: What must the job seeker enjoy?
11. Restaurant: a) Describe how the manager wants the hair and fingernails. b) In your opinion, why is this important to restaurant managers?
12. Home Improvement Store: a) What is never given out over the phone? b) Who may not tag along? c) What happens if store is busy?
13. Pretend that you are the manager of Verizon or T-Mobile store. List 10 things you want to see in job seekers who apply to work in your store as a sales associate.