

Allawos & Company

Commentaries and Insights from Allawos & Company

“Dress for Success”

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Having interviewed hundreds of people over the years as well as listened to countless sales pitches for business and others trying to convince me of something, the way they would dress always told me a little something about themselves and not always good. The IBM look of a three piece suit and tie has been out of vogue for some time (I still love it, a man out of time); however, jeans and flip flops doesn't quite impress the potential buyer of whatever you are trying to sale either.

You'll find that your appearance means a great deal when it comes to the business world. In fact, the way that you dress may mean a sale or a walk. You'll want to keep in mind that if the people that you interact with see the way you are dressed is not up to standards they will think that you don't care, your boss will think that you're not interested and do not care about the sale and the client will think that you do not see them as a potential client that you respect and to try to make a convincing pitch.

The key word is "try" you need to try to impress your boss and the client because that means that you are thinking about them as well as show respect. You will find that there are many people who think that your creditability is based on the way that you can dress for success.

You will find that there are a lot of assumptions that people can make just by looking at the way that you dress (this isn't right but it's factual). You don't want to be underdressed; however, you don't want to be overdressed. The better suggestion is to be overdressed for the occasion, you can always dress down if need be. They both can harm your potential of making a sale or impressing the folks that need to be impressed.

The first thing that you will want to think about when it comes to dressing for a sale is where you will be meeting. If it's in the office, the proper office attire is necessary. If you are meeting for drinks, you will want to make sure that you are dressed appropriately (at least casual dressy). You'll find that if you are not dressed appropriately, you will be affected

because your confidence will be compromised. You will need to overcome your self-esteem issues before making that speech or presentation, in order to make the right impression. Regardless of your expertise or knowledge, it is really the clothes that will boost your confidence.

There are some rules when it comes to apparel and the way that you appear. You will want to make sure that your cloths are not ripped or stained and well pressed. In general, you need to look well-kept and that means that you need to take a shower, comb your hair, and lay off the strong fragrances. You do not want them to be distracted by your scent; even if it's a good one or a bad one. Too much cologne or perfume may send someone into an allergy attack and you do not want that to happen. You need to make sure that you look professional and that you think highly about yourself (if you don't know one will). You will also want to be clean cut when it comes to having facial hair.

You really shouldn't display any tattoos or piecing that could distract them. You need to look like you know a lot about the products, the company, and be self-aware. Again, make sure that your clothing is neatly pressed. You will want to make sure that your clothes wear you well. Meaning, they need to be perfectly fit (not too tight or too loose) and appropriate and keeping in mind the way that your clothing acts when you sit down or stand up.

Also, keep in mind that less is more when it comes to the business world. You can have a few items of jewelry; however, you do not want it to overpower you or them. You will also want to think about the clothing and the message that it will be giving. You need to convey yourself as a professional and wise person, not someone who is completely lost and thrown together.

Class transcends time and trends and is always respected. The way you dress and carry yourself is critical not only for your wellbeing and self-esteem but the important role that you play in society as a whole.

About Allawos & Company, LLC

Allawos & Company is a comprehensive global management business-consulting firm, tuned to enable organizations to identify and exploit opportunities through creative engagement built on a foundation of decades of senior management experience.

We are a global management consulting firm specializing in business plans, business development, corporate development, contract negotiations, employee surveys, strategic planning and turnarounds.

We service the aerospace industry to healthcare, semiconductor to farming and most industries in between. Our comprehensive consulting services improve the client's condition and leaves behind the tools for growth.

Sincerely,

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