

## Case Study: Sodexho Pass



The Sales Manager of Sodexho Pass, specialists in service vouchers and cards, asked First Impressions to design and deliver a two-hour **Personal Branding** session for the sales team's **Making a difference** team-building event.



The aim of this assignment was to facilitate the development of 'personal branding' skills to enhance the participants' personal impact and effectiveness. The format of the event included both entertaining and thought provoking sessions to assist practical learning.

The learning objectives for the team were to:

- Gain an understanding of what 'personal branding' is and why it matters in today's business arena
- Understand and develop what values and beliefs the team represents, linking into the organisation's values
- Understand how personal impact influences relationships with others, particularly when dealing with clients
- Learn how to maximise personal impact, including appearance, body language and use of the voice

This was achieved by looking at personal branding – what it is and why it matters and how each individual's personal branding links to the values and beliefs of the team and the organisation. Participants then looked at personal impact and how it influences others, both internally and externally.

This was followed by time exploring the key factors of image and impact such as the power and influence of colour and the importance of grooming and attention to detail. Participants then identified their own USP's (unique selling points) and, in a practical session with colleagues, evaluated whether these are currently being communicated through their personal impact.

**Sales Manager, Giuliano Zanchi, said:**

*"It was a valuable exercise which all of Sales and Marketing were involved with. Lessons were learnt by even the most experienced sales consultants and we are rolling out these findings on a day to day basis. I would highly recommend this approach to all prospects. Well done to Jan and the First Impressions team."*

To find out how **First Impressions** can help you bring out the best from your team, contact Julia Campion on 01908 393961. Alternatively you can fax on 01908 691243 or contact us at [info@firstimpressions.uk.com](mailto:info@firstimpressions.uk.com).

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