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THE IMAGE MAKER



FORGET FASHION FADS SUCCESS COMES FROM DRESSING TO INFLUENCE

THE primary pillar of style is quality, which implies a degree of perfection. It separates the magnificent from the mediocre. Before you can even try to distinguish fashionable gimmicks, you must realise that quality is the key to good taste.

Superb fabric, expert tailoring and classic silhouettes are the outline to style. Without quality in style, your quest for achieving the most out of life may be thwarted. Without quality it is almost impossible to dress with style.

Style and quality go hand in hand and add up to "the influential sales professional." Style without quality is like marriage without love, or sex without passion.

What is style? Briefly, it is taking your own raw identity and polishing it and smoothing it. There is a rough diamond in all of us.

Your wardrobe should be planned with your specific needs in mind. Your checklist should take into consideration, the event, seasonal, cultural, geographical, religious and personal aspects about your lifestyle, including budgets, occupation, and strategic goals and outcomes that may be necessary. Style never goes out of fashion.

The images displayed are a great example of what works for the stylish male and female sales executive. They are a general guide only - your complexion, hair and eye colour and body shape also play an integral part when choosing the colours, designs and shapes. They need to be congruent with your needs.

Always dress beyond your current job and lifestyle - you deserve it.

Here are my 10 steps to dressing for influence:

1. Dress to reflect the competent person you are - Make sure your visual message as your verbal message also communicates "competence".
2. Dress to look as if you mean business and

be strategic - business is a game. Learn the "un-written" rules.

3. Resist fads in styles, clothes and fabrics - fads are mostly designed for fashion victims.

4. Dress to make an impression, not to cause a stir about the way you look - and if you choose to cause a stir, be prepared to pay the price!

5. Follow your company dress code and follow your company leaders if they project the style you admire. And do what successful people throughout history have done - dress sharp! Discard politically correct opinions and do what works best for you.

6. Wear trans-seasonal fabrics that travel well and won't make you look rumpled - if you look rumpled, you feel rumpled, you perform rumpled.

7. Buy clothes from someone whose style you admire - they are out there, keep on looking.

8. Look for and buy quality - because you are quality. This is called "investment dressing".

9. Dress for comfort and the occasion - this way you will perform better and be appropriate.

10. Dress for yourself - as long as you know what to do. If you don't know what to do, follow the leader, as you don't have to re-create the wheel. It already works! ■

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JON-MICHAIL IS CHIEF EXECUTIVE OFFICER OF IMAGE GROUP INTERNATIONAL AND AUTHOR OF LIFE BRANDING. www.imagegroup.com.au



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