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**Magic makeovers are more than skin deep –
A SPECIAL STYLE REPORT - A SPECIAL RECRUITMENT REPORT**
By IRENA MARKOVIC IMAGE & PRODUCTIVITY EDITOR

IMAGE coach Jon-Michail says most sales successes can be attributed to "professional presentation" - by which he means the total package of appearance, manner, enthusiasm and words.

While 55 per cent of any presentation is based on appearance, his coaching approach is holistic, concerned just as much with the behaviour and the mindset of the salesperson as with dress and grooming.

The accompanying photographs show "before" and "after" views of makeovers of two salespeople who engaged Jon-Michail's company, Image Group International.



He worked with the two salespeople to present their personal brand in a manner that enhanced their corporate brand. The final "look" of the salespeople was a natural outcome of all other factors being in alignment - the company's goals, as well as the individuals' personal values, identity and objectives.

"The work I do is about authentic image management, bringing out your true self and at the same time being smart enough to know that the world has certain rules, it doesn't matter who you are, you can't change them - unless you are Richard Branson," says Jon-Michail.

He says fashion doesn't change that much. "What changes are little things like colours, shapes and hairstyles. But if you study these changes over a long period of time, the changes are minimal. Really, people just want to know what works." Jon-Michail says some colours work more in some situations than others.

"For example, a salesman trying to sell a product has to come across as honest, so you would not expect them to be dressed in black. But what happens a lot in the fashion industry is that you have a lot of black. "It's not an honest colour - and black presents darkness in the human psyche. So it's actually great if you want to come across as cynical and sexy in the evening, but in the day when you are trying to build relationships - and that's what sales are about, it's actually one of the worst colours that you can wear."

He blames the fashion industry for simply selling products to people rather than taking into account the psychology of how and when the clothing will be used. Jon-Michail quotes research by Albert Mahrabian, a behavioural psychologist at the University of California, Los Angeles, who says seven per cent of presentation is based on words, 38 per cent on how we communicate the message - "the energy, the pronunciation, accent" and the last 55 per cent on how we look.

For further information on this article and the coaching programs available please contact:

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"For a salesperson, or indeed any executive in the world of business, what this says is that 93 per cent of all communication is non-verbal," he says. "If you don't say much, but if you carry yourself properly - you're not a slob and you're presenting from a clothes and grooming perspective something that looks professional your message will come across fairly well."

"Of course, the words are important and have to be right, but your over-all package adds up to 93 per cent presentation, with seven per cent verbal, or the 'selling' bit. "In other words, you have to look the part, then be 'on-message'. The package must be congruent.

Your message must be equal to the outcome you are looking to get," Jon-Michail says. Headquartered in Melbourne, Image Group (www.imagegroup.com.au) also has offices in Sydney and Singapore, as well as New Zealand, the United Kingdom and the United States.

Jon-Michail has extensive experience in corporate communication, marketing, entrepreneurship, styling and branding. He has worked as a designer with Christian Dior and has assisted sales staff in sectors including manufacturing, information technology, telecommunications, retail, engineering, pharmaceutical, legal, medical and hospitality.

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