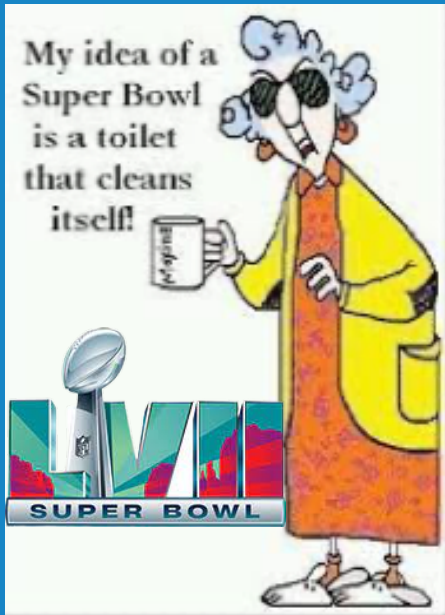




LINDERLAKE CORPORATION



My wife called me at work on Valentine's Day. She said, "Three of the girls in the office have just received bunches of flowers. They're absolutely gorgeous." I said, "That's probably why they've been sent flowers then."



The Right of Way & Staffing Connection

February, 2023

First Impressions Are Important But Track Records Are Critical

In business, as in social situations, first impressions are important. Giving a bad first impression can lose you the confidence of prospective employers, employees and clients, and even cost you business. The first impressions you give a customer will set the tone for your future business relationship and shows that you are professional and prepared.

A young businessman had just started his own firm. He rented a beautiful office and had it furnished with antiques. Sitting there, he saw a man come into the outer office. Wishing to appear the hot shot, the businessman picked up the phone and started to pretend he had a big deal working. He threw huge figures around and made giant commitments. Finally, he hung up and asked the visitor, "Can I help you?" The man said, "Yeah, I've come to activate your phone lines."



First impressions are important, but a proven professional track record is critical. A strong past performance means you don't have to ask a prospective client to take a leap of faith. Your reputation is already established within the industry by tangible proof from your major clients list, the substantial projects you've completed, as well as delivery performance indicators including reliability and timeliness.

According to Lending Tree, 18.4% of private sector businesses in the U.S. fail within the first year. After five years, 49.7% have faltered, while after 10 years, a whopping 65.5% of businesses have failed. Over the last 30+ years, Linderlake's clients consistently rate the quality, professionalism and overall client representation as "Excellent". If you've been following Linderlake and reading these newsletters, this is where we remind everyone about our "Service You Can Count On". But this seems to be an appropriate time to say Linderlake has a "Track Record You Can Count On".



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