
How to Build Trustworthiness for a Great First Impression

By [Magezi Mukandala](#)

Every day we manage more of our lives online – from socializing, entertainment, and shopping to advocacy, tracking our health, and managing our finances. It permeates our daily activities, relationships and pursuits. Our growing reliance is self-evident.

What does this mean for your business?

More people will naturally find your business online before they ever speak with you. And, for every new conversation you have there are many others that you miss out on.

You need more conversations. More conversations with people who have a favorable impression of your business.

Spark more of the right kinds of conversations.

A powerful way to have more people speak with you is to make a great first impression. Their first exposure to your business must be a positive one. Making a positive initial impression will earn you more attention and interest. And making a poor impression? It can irreparably damage a relationship before it ever starts.

Is your staffing firm trustworthy?

To create an initial impression of trustworthiness, you must communicate that your staffing or recruiting firm has the:

- expertise,
- experience,
- creativity, and
- resources to potentially solve an employer's or candidate's problem.

Don't forget though that people want to work with people they like. So, your first impression should also communicate that your agency:

- is honest,
- is reliable,
- responds well to criticism, and
- is level-headed.

Most effective ways to communicate trustworthiness

Before devoting attention, time, and resources to any endeavor, it's logical for a potential client or a job seeker to want assurance that working with your firm will deliver the outcome they want. And while

they can't predict the future, potential staffing customers can – and do – research and gather as much reliable information as possible before deciding whether to work with you.

Word of mouth and referrals have always been the best way to address customers' concerns of trust. The gold standard are those from a trusted personal or authoritative source. In today's environment, word of mouth has become digital, taking the form of online reviews and ratings. And each day, they grow more important for decision makers across all industries.

Case in point? Nearly 9 out of 10 people trust online reviews as much as personal recommendations.

Reputation management: taking control of your online reviews and ratings

In staffing it is much more probable to receive a negative review and rating than a positive one. In fact, according to [ClearlyRated](#), just 24% of clients and 45% of placed candidates are satisfied enough with the service they receive to recommend their staffing firm to a friend or colleague. With easy access to the web, employers can share every service delay or hiccup with the world. For every opening you fill, you have a lot of disappointed candidates who did not get the job.

This is where a reputation management strategy comes in. Reputation management is a comprehensive suite of services that helps your staffing firm:

- intercept unhappy customers before they leave damaging online reviews
- benchmark your service experience
- solicit more positive reviews
- automate the collection of new testimonials

Creating a great first impression instills confidence in potential clients and candidates, and maintaining a stellar reputation online is an important component in the process. So don't leave your staffing firm's first impression to chance! Learn more about our [reputation management services for staffing agencies](#) here.

About Haley Marketing Group

The largest marketing firm in the world servicing the staffing industry. Websites. Mobile-optimized job portal. Social. Blogging. Email marketing. SEO. PPC. Strategy. You name it. Whether you're looking to drive sales or attract qualified candidates, we provide the marketing tools and technology to help you stand out in a saturated market.