HOW SOLOPRENEURS USE SPEED AND AGILITY

HANDS-FREE: FIRST IMPRESSION STAFFING, INC.

In the high stakes world of executive recruiting, first impressions matter. Relationships are built over the phone and how a professional handles one of the most delicate phases of a potential candidate's next career move drives success – and repeat business. You not only need to sound great on the phone but you need to have all the information you need at your fingertips, be able to put candidates and clients at ease and – importantly – be available whenever the phone rings, regardless of time zone.

Frank Penzo knows this life inside and out, having done the "big company" recruiting game for years prior to launching his own firm, First Impression Personnel, specializing in pre-sales system engineering for the technology industry. As a one-man company working collaboratively with a network of other similar professionals, he needs a suite of communications tools that provide exceptionally high quality calls and don't require an IT department to help him manage.

Describing his home-based business, Frank tells us, "Most of my day is outbound calls, but each assignment is different. When I'm enveloped in a full-fledged search for a candidate, 90% of my calling is at my desk. When they call me back, I could be anywhere – at my desk, behind the wheel... I have my desk phone forwarded to my cell phone. Whether I'm typing or taking notes with pen and paper, I'm always hands-free. Absolutely."

Relying on a Jabra 6400 series headset and lifter, Frank not only works hands-free but also enjoys up to 300 feet of wireless mobility, so he can do whatever needs to be done to help his clients.

"I've been using a wireless headset for about a year now – I've used a wired headset before, but Jabra was the first wireless I've used. I'm a pacer, so it's wonderful getting away from that wired headset. There's not a time that I'm at my desk that the headset is not on. It's a wonderful device."

How does a wireless headset help a solo-preneur like Frank? "There are times here when someone comes to the door and I can get up and move around... maybe I left something in the car and I can go get it, go get the information I need, and never put you on hold."

Is your business like First Impression Personnel? Would going hands-free – and untethered – make a difference in your workstyle? Frank leaves us with this: "How has the hands-free wireless workstyle changed how you do your business? For me, I become more efficient. When I'm taking notes or talking to clients, having the freedom to move or access information is liberating."

Jabra PRO™ 6470

"When I'm talking to senior executives, there's no putting them on hold. Their time is invaluable. You have five minutes on their calendar. If you put them on hold, they're gone. Or they're very unhappy."

Frank Penzo, First Impression Personnel, Inc., President and Founder

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