



Outshine the Competition: Business Etiquette Tips for Success

By: Barbara Pachter

Short Description of the Presentation:

Vince Lombardi won a lot of NFL championships because he consistently taught the foundational basics to players that should have already fully understood them. This presentation on business etiquette will also focus on many things we “should” all know, but surprisingly few actually follow. Proper business etiquette can make or break a sale.

Key Points:

This presentation will cover the four key areas of business etiquette. Reviewing and following these simple reminders can literally separate you from your competition. If you don't impress the customer, someone else will.

Four Areas of Business Etiquette

1. Rapport Building (establishing connections with your customers)

- Proper handshake
- Speaking to other people during the day
- Small talk (stay away from sex, politics and religion)
- Mingling (go with a positive attitude and practice)
- Send thank you notes

2. Professional Presence (how you present yourself to your customers)

- Posture
- Be aware of your “standard” facial expression
- Pay attention to your wardrobe
- People notice shoes!!!
- Sound as good as you look
- Choose your words wisely

3. Business Dining (how you handle yourself at a business meal)

- Put customer at ease
- If you are the host (select the proper restaurant, consider diet restrictions, make reservations, arrive early and make menu suggestions)
- Good table manners (know how to use place settings properly)
- Stay sober
- Discuss non-work topics at first (business during dinner and after)
- YOU pay the bill (arrange for it to be paid away from table)
- Thank them for coming

4. Techno Etiquette (how to communicate using technology)

- Six (6) e-mail guidelines
- Three (3) key suggestions for cell phones and texting

- Social Media – Think before you post!