

Broaden Your Global Awareness -

A person in a dark suit and white shirt is holding a glowing blue globe of the Earth. The globe is the central focus, with a grid of white lines representing latitude and longitude. The person's hands are visible, holding the globe from the bottom. The background is dark, making the glowing globe stand out.

# Outclass the Competition

## Business Etiquette

*What we will cover:*

- Everything Speaks~”What will be said about you?”
- Benefits of Etiquette and Protocol Intelligence
- Make an Entrance and Work the Room
- Mingle Like a Pro
- Business Cards
- Introduce Yourself and Others

# Everything Speaks:

- Plan, Coordinate and Follow-up
- Details, Details, Details
- Reputation-Protect it at all costs

## Etiquette:

The rules and conventions governing correct or polite behavior in society in general, or in a particular social or professional group or situation.

**Encarta World English Dictionary, St. Martin's Press**

# Protocol:

The etiquette of state occasions.

The rules or conventions of correct behavior on official or ceremonial occasions.

**Encarta World English Dictionary, St. Martin's Press**

# Protocol:

Code of conduct. The rules of correct or appropriate behavior for a particular group of people or in a particular situation.

**Encarta World English Dictionary, St. Martin's Press**

# Intelligence:

Ability to think and learn.

The ability to learn facts and skills and apply them, especially when this ability is highly developed.

**Encarta World English Dictionary, St. Martin's Press**

# Etiquette and Protocol Intelligence:

The ability to think, learn, and apply etiquette and protocol skills, especially when this ability is highly developed.



## Positions you to:

- Distinguish yourself
- Develop and maintain business
- Project a positive image
- Project confidence and authority
- Build teamwork

# The Benefits of Etiquette and Protocol Intelligence

*Employment : Acing the Interview*

*Business: Establishing Lasting Relationships*

*Social: Sets you Apart from the Masses*

# Presence Power Points:

- Your entrance
- Your handshake
- Your posture
- Introduce yourself
- Introduce others
- Your people skills



Making an  
Entrance

# Are you noticed?

- Evaluate your entrance
- An effective entrance
- Your agenda
- Brief yourself
- Whom do you need to meet?



Mingling  
Proficiency

## Small Talk:

- Breaks the ice
- Establishes a connection
- Doesn't require original or profound conversation
- Is the polite thing to do
- Do your homework

*“Technical skills and knowledge account for 15 percent of the reason you get a job, keep a job, advance in a job. Eighty-five percent of your job success is connected to your people skills.”*

*Based on research conducted by Harvard University, The Carnegie Foundation, and the Stanford Research Institute.*



## Practice these tips:

- Be well-informed
- Focus on the other person
- Do not interrupt
- Do listen
- Think before you speak
- Close a conversation

- Eat a small amount of food
- Key persons
- Peers
- Join a conversation
- Shake hands

*I look upon each day to be lost, in which I do not make a new acquaintance. – Samuel Johnson*

## Avoid these subjects:

- Your health or diet habits
- Cost of things
- Personal questions
- Mean gossip
- Off-color jokes
- Controversial issues



# Handshaking – The Ultimate Greeting



The bone crusher



The glove handshake



The fingertip holder

## We Notice Persons Non-Verbally

- A handshake reveals
- A handshake conveys

## Handshaking is a Form of Communication

- Handshaking is an important contact
- What happens when you extend your hand?

# Power Points for Handshaking:

- Right hand
- Left hand
- Name badge
- Thumb up and fingers out
- Avoid thumb down, fingers curled
- Web-to-web

- Shake from the elbow
- Two smooth pumps
- Shoulder-to-shoulder
- Avoid fragrance
- Avoid large rings
- Handshaking rules

*NOTE: No matter where your business takes you, make sure every meeting, begins and ends with a handshake.*





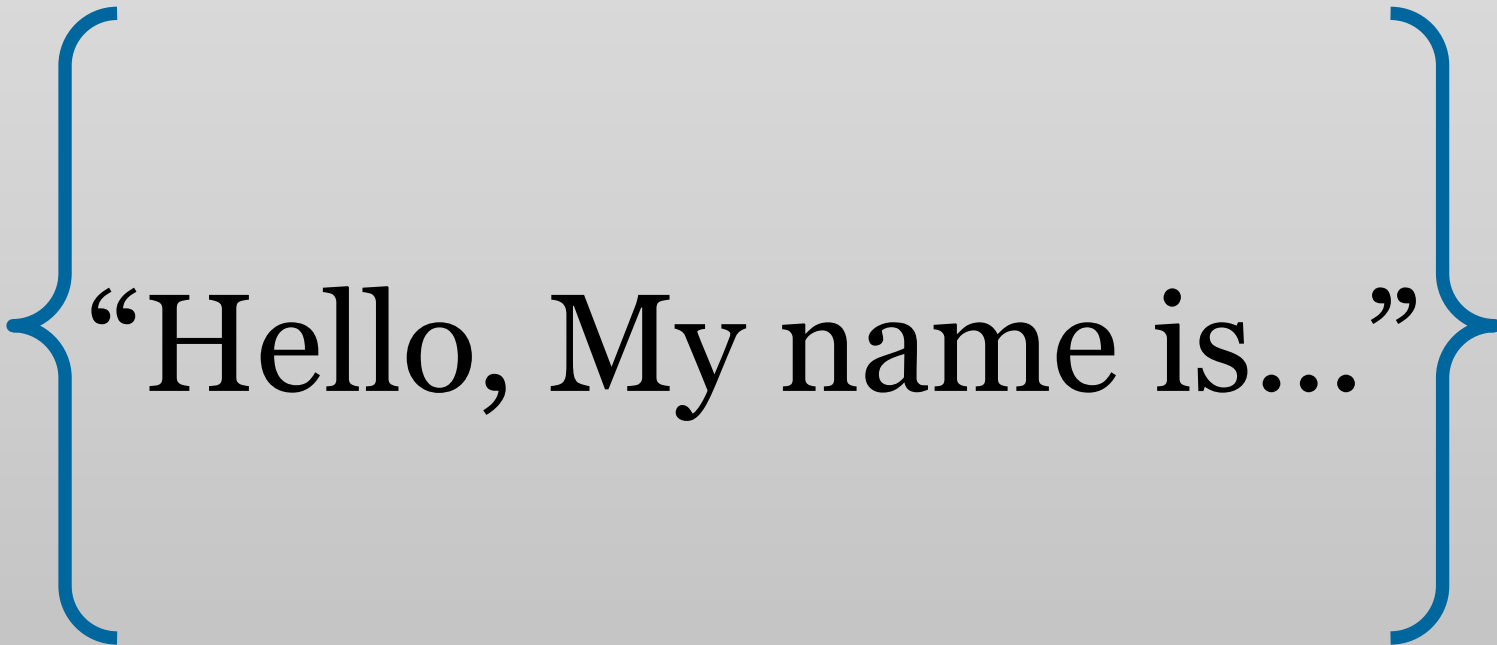
Ready to connect



Both hands are  
connecting



A correct handshake



“Hello, My name is...”

# Introducing Yourself:

- Confidence and authority
- It is your duty
- A good business introduction
- *“Elevator Pitch”*

*Confidence does more to make conversation than wit. –  
La Rochefoucauld*

# When do you introduce yourself?

- Recognize someone
- Attend a gathering
- Seated next to someone
- Person introducing you forgets your name
- A friend of a friend

*Protocol: Never give yourself an honorific*

## Responding to Introductions:

- “Hi” or “Hey” is not professional
- “Hello” is never enough

## Introducing Others:

- Correct introduction gives you an edge
- Importance of correct introductions

# Protocol for Business Introductions:

- Another name for precedence
- Most important position in your company
- Use this model as a guide

# Formula for Introductions

*Greater* authority **RECEIVES** *Lesser* authority

# Order of Precedence

*Senior* executive RECEIVES *Junior* executive

*Official* person RECEIVES *Nonofficial* person

*Client* RECEIVES *Fellow* executive

# Yes - No

“Mr. Jones, I would like you to meet Mary Smith.”

“Mr. Jones, I would like to introduce Ms. Smith.”

“Mr. Jones, I would like to introduce to you Ms. Smith.”



## Hints and Tips:

- Unnecessary gestures
- Look at each person
- Something about each person
- You are misintroduced
- Your firm is misidentified
- Always stand



**Social Introductions  
Forms of Address**

“Ms.” is the correct honorific for a woman in the business arena, regardless of what she calls herself in her private life.

Although revived by twentieth-century feminists, “Ms.” has been around since at least the seventeenth century as an abbreviation for the honorific “Mistress” which applied to both married and unmarried women, and from which both “Miss” and “Mrs.” derive.



# Remembering Names Business Card Protocol

## Hints and Tips:

- Repeat the name during introduction
- Business cards, preserve at all costs
- Present facing the receiver
- Read and comment on business card

- 5 Seconds to Make an Impression
- 21 Days to Start a Pattern
- 100 Days to Become Automatic
- 30 Days to Forget a Message
- 66% is Forgotten in 24 Hours
- 8 Days of Constant Reminding for 90% Retention

**Thank You**