What is Business Etiquette?

- Protocol for excellence in professional interactions
- Part of overall “impression management”
- Incorporates rules of behavior that have evolved over time
- Common sense combined with consideration for others
- An asset of enormous value that raises your talent level by creating credibility and a sense of competence
- Poise, self-confidence, self-control, and maturity
Why is this important?

Proper etiquette:

- Differentiates you in a competitive market
- Enables you to be confident in a variety of settings
- Modifies distracting behaviors
- Develops admired conduct
- Refines skills needed for exceptional service
We will discuss:

- Telephone Etiquette (Telephony)
- E-mail etiquette
- Correspondence
- Tipping
- Personal style
- Introductions
- Entertaining
- Office gifts
- Giving flowers
• Be aware of your voice impression.
  – Speak clearly and modulate.
  – Practice listening to yourself on an answering machine.

• Always introduce yourself, whether placing or answering a call.
  – By stating your name, you send a message that you have a right to speak to the person you are trying to reach.
  – Interesting pronunciation? Be patient.

• Ask “Do you have a minute to talk?”

• Be brief.

• Thank the listener for her time.
• Read it and check your spelling before sending.
• Craft a compelling subject line.
• Keep it short and simple.
• Never send an e-mail when you’re angry.
  – ALL CAPS is the electronic equivalent of yelling!!
• Replace abbreviations that need an explanation (i.e. LOL and J/K).
• Edit past messages to ensure no extra information is being conveyed.
Correspondence

- Handwrite short and sincere thank you notes within 24-48 hours of the praiseworthy gesture.
- Start business letters with a specific reference to something that the person said or did.
- Only offer a follow-up if you really intend it.
- If you address someone by first name, then you should sign with your first name.
- Your name should be typed in full under your signature.
- Do not use business stationary for personal use.
• Tip is an acronym for “to insure promptness.”

• Table servers should get 18 to 20% of the bill before taxes; for buffet service tip 10%.

• Skycaps and bellmen should get $1 to $2 per bag, depending on weight.

• Hotel housekeepers should get $2 to $3 per night.

• Valets should get $3 to $5 per retrieval.

• Taxi drivers should get 10 to 15% of the bill.

• Limo drivers should get 20% of the bill.
Dress for the job you want, not the job you have.
When in doubt, err on the side of formality.
Mirror the client’s dress code.
Invest in quality, not quantity.
Buy quality accessories, i.e., handbag, briefcase, pen.
Introductions

- Introductions are one of the most important aspects of our daily life.
  - The same rules apply regardless of gender.
  - The same rules apply in almost every situation.
- The person of lesser importance is introduced to the person of greater importance.
  - “Mr. or Mrs. Greater Authority, I’d like to introduce Mr. or Mrs. Lesser Authority.
  - The client is always the higher authority, even if the client holds a lesser title than the executive in your firm.
- The accepted physical greeting for introductions is a handshake.
- Wear a nametag high on the right shoulder so that it’s easy to read while shaking hands.
• It is appropriate to start discussing business after the appetizer is served.

• Each business meal has an acceptable time frame.
  – Schedule 1 hour for a power breakfast, 2 hours for a power lunch, and 2 hours for dinner.
  – Dinner is rarely appropriate for a business meeting.

• Whomever benefits from the business association picks up the tab, regardless of gender.

• If your client invites you to a private club, then reciprocate at a later date.

• Tea is the new power meal, as it the ideal alternative to meeting for cocktails.
Giving the right business gift can cause your company to flourish while giving the wrong gift can bring negotiations to a halt.

The ideal business gift is one that exhibits thoughtfulness, creativity, attention to detail, and good taste.

Exchanging gifts in the office is sometimes viewed as disruptive.

For international gifting, research the culture and customs first.

When sending food gifts, be aware of any diet restrictions your recipient may have due to religious, medical, or ethical considerations.
• Flowers are telegraphed throughout the world as a symbol if greeting, celebration, and gratitude.

• When sending flowers to a party host, send them in advance.
  – Arriving at the door with flowers is an interruption.
  – In a married couple, send flowers to both husband and wife.

• Send an arrangement to a person’s office but cut flowers to his or her home.

• Include the meaning on the card or express it verbally.

• Roses always express love, but different colors have different shades of meaning.
Resources

- www.etiquettexpert.com
- www.careerjournal.com/columnists/cubiclebulture.index.html
- www.etiquette.caffeinemarketing.com
- www.topdogetiquette.com
Professional Etiquette

Please give us your feedback.