



Business Etiquette

**Presented by: The Center
for Student Development**



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:

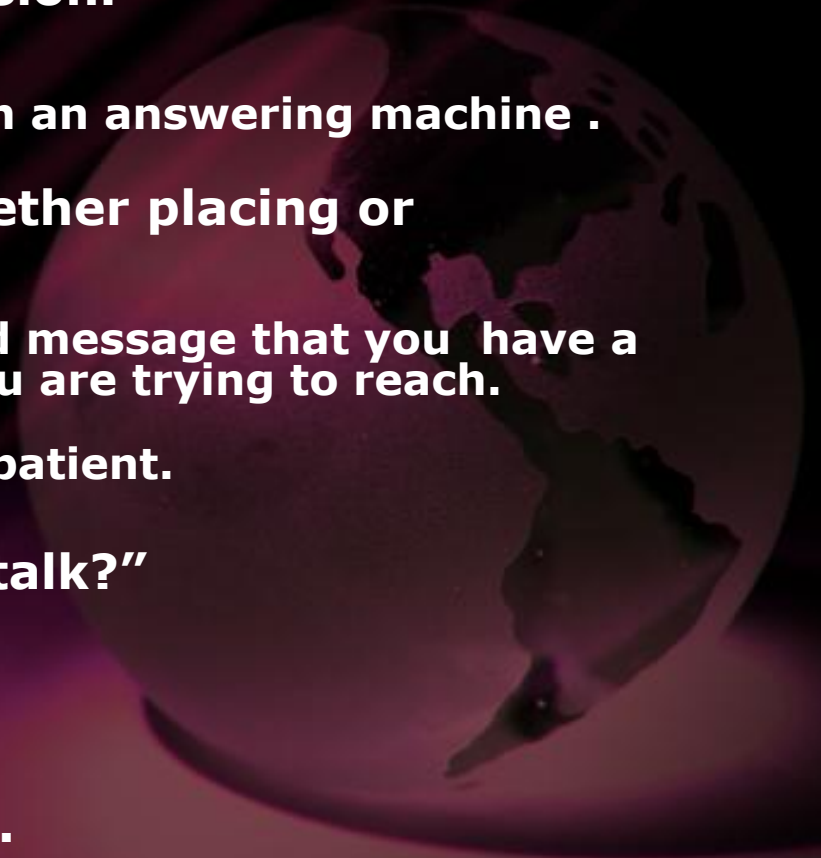
- Telephone Etiquette (Telephony)
- E-mail etiquette
- Correspondence
- Tipping
- Personal style
- Introductions
- Entertaining
- Office gifts
- Giving flowers





Telephone Etiquette

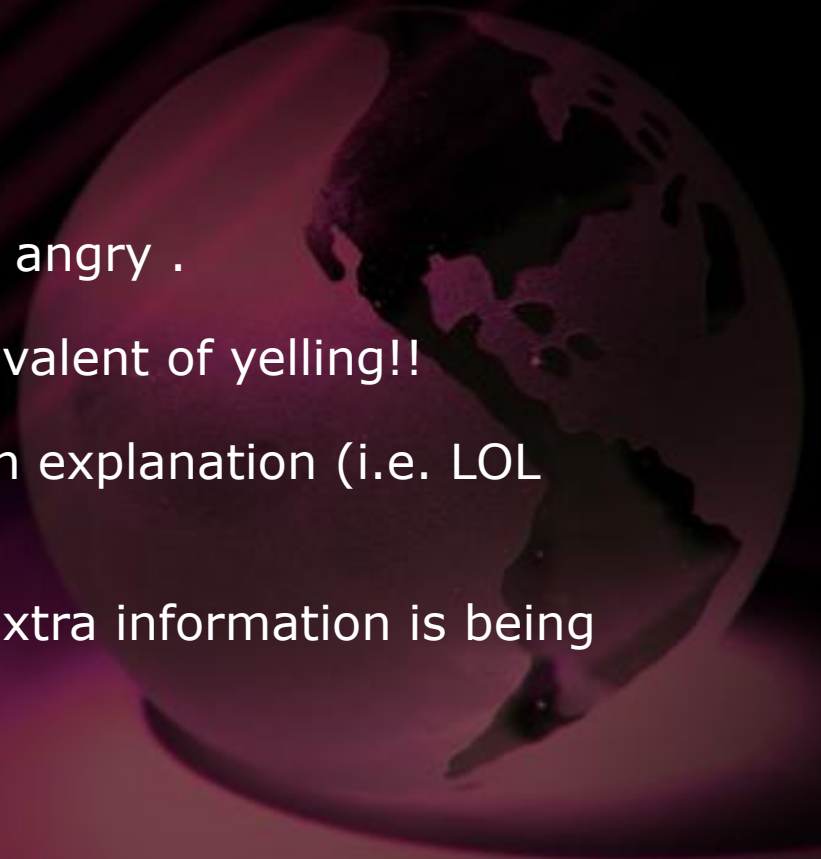
- **Be aware of your voice impression.**
 - **Speak clearly and modulate.**
 - **Practice listening to yourself on an answering machine .**
- **Always introduce yourself, whether placing or answering a call.**
 - **By stating your name, you send message that you have a right to speak to the person you are trying to reach.**
 - **Interesting pronunciation? Be patient.**
- **Ask “Do you have a minute to talk?”**
- **Be brief.**
- **Thank the listener for her time.**





E-mail Etiquette

- 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.**



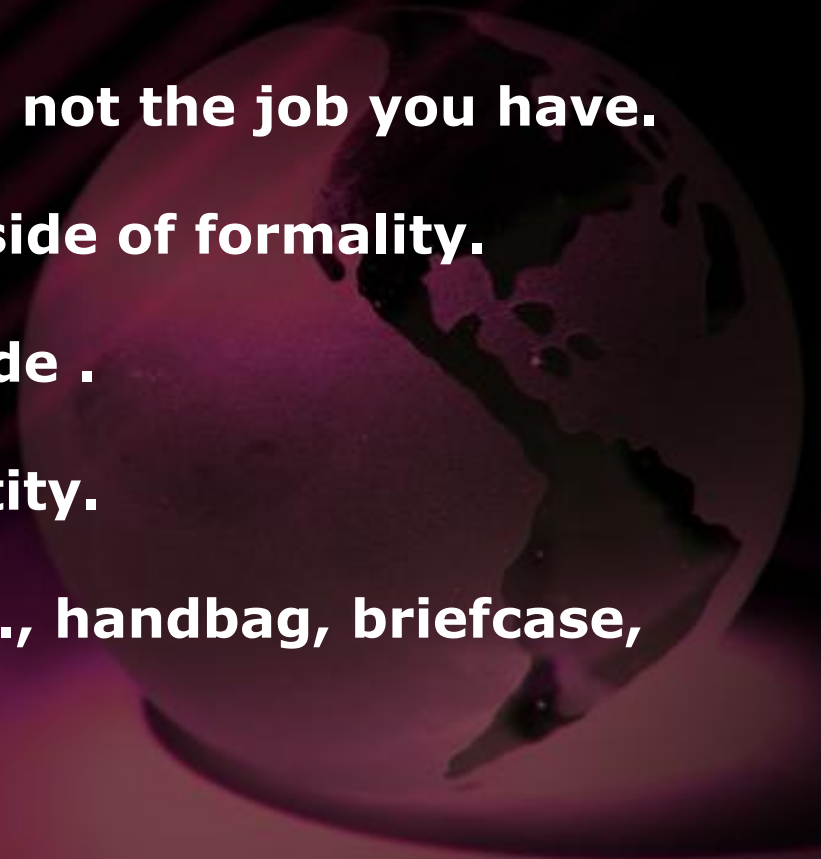
Tipping

- **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.**



Personal Style

- **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.**



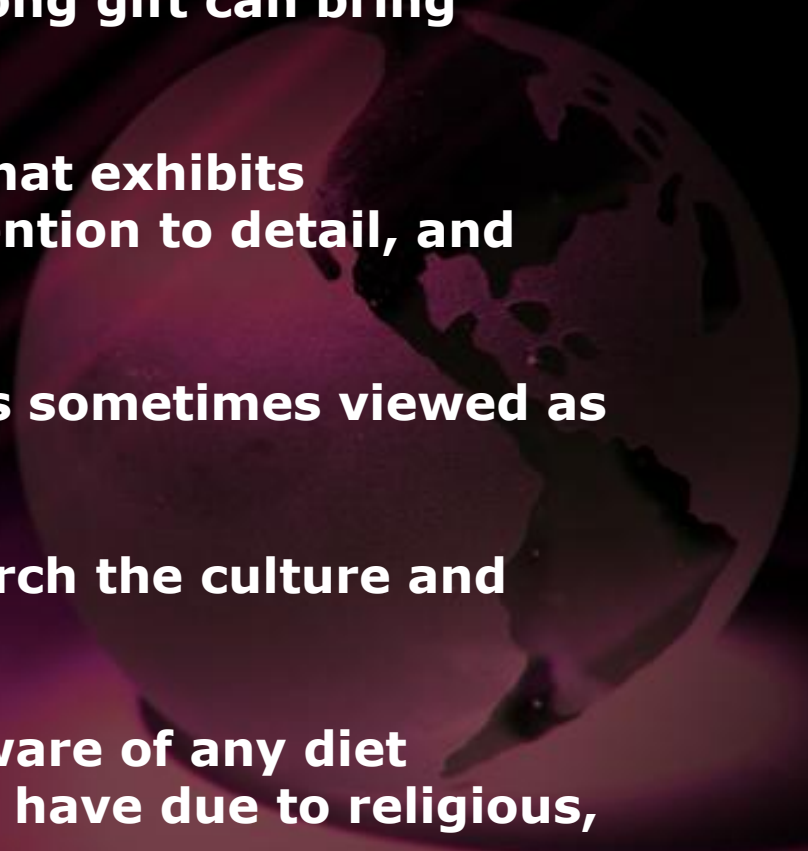
Entertaining

- **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.**
- **Whoever 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.**



Office Gifts

- **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.**





Giving Flowers

- **Flowers are telegraphed throughout the world as a symbol of 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

- **Letitia Baldrige's *New Complete Guide to Executive Manners*, New York: Rawson Associates, 1993**
- **Jeanette S. Martin and Lillian H. Chaney, *Global Business Etiquette*, Westport, Conn.: Praeger Publishers, 2006**
- www.etiquettexpert.com
- www.careerjournal.com/columnists/cubicleculture/index.html
- www.etiquette.caffeinemarketing.com
- www.topdogetiquette.com



Professional Etiquette

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