

THE USHEROFF INSTITUTE LEADER'S EDGE



Entering An Office

The way you enter your customer's office sets the tone for the meeting before a word is spoken. An erect posture and energetic presence make a strong first impression. Your tone of voice and pace of speaking make a difference. The space between you and your customer affects their comfort level.

- Begin your meeting with a handshake. (Use judgement, as some cultures are not comfortable with this tradition.)
- Always ask where you should sit. Most people have a favorite seat.
- Ask how much time they have reserved with you so that you can gauge how much time you have for small talk.
- Try to establish a rapport for a few seconds before you begin your presentation.
- Monitor the appropriate length of your stay by watching non-verbal gestures.
- Thank them for their time, regardless of how short it was.

After Your Visit

- Send a short hand-written thank you note.
- Follow up with information as promised.
- Keep them remembering you. Mail or fax them articles on your favorite hobbies or shared interests with a note saying, "Thought this may be of interest to you."

Meeting At Your Place

Never keep a punctual visitor waiting. End a telephone conversation or dismiss the person in your office, explaining that you have an appointment waiting and will get back to them by the end of the day.

Five minutes is the maximum wait for any visitor. If you know the unexpected and unavoidable delay. An alternative (although not nearly as effective) is to send someone else, including the receptionist, to explain the situation. You must at least do that.

The visitor waiting should be offered refreshments, use of a phone and reading material.



THE USHEROFF
INSTITUTE

Communication & Image Specialists

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The Usheroff Institute helps business and professional people make a positive first impressions and positive lasting impressions. For more information about our communication, leadership and image training in one-to-one, seminar and keynote formats, contact us today, toll free at

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MASTERING PROTOCOL FOR THE NEW ECONOMY



In the new economy, companies can no longer guarantee employment. Contractual agreements

are replacing secured salaries. Dependable career-long employment with one company is going (has gone?) the way of the typewriter.

In order to survive and thrive in this new economy well into the next millennium, we must recognize the need to develop our people skills. The good news is that it is something we all can do. Nido Qubein, an international consultant specializing in management, sales and communication skills, say that "as the concept of teamwork and coop-

eration takes hold in organizations of all kinds, the ability to work with others becomes paramount."

Successful companies are actually seeking people who demonstrate leadership presence and protocol savvy with their customers. These leaders excel in the softer social skills and deliver their message in a consistent, polished manner. Are you one of them?

4 Basic Principles of Business Protocol

- Arrive on time
- Do what you say
- Finish what you start
- Say please and thank you

Dan Sullivan
-The Strategic Coach

Test Your Etiquette Skills



Mark true (T) or false (F) for each question:

- 1) ___ As host at a business dinner, your should place the highest-ranking guest to you left.
- 2) ___ It is appropriate to order a beverage while waiting for your guest to arrive.
- 3) ___ When you must leave the table for a few minutes during a meal, the napkin should be placed on your chair.
- 4) ___ A glass of white wine should be held by the bowl not the stem.
- 5) ___ Cutlery should be used starting from the outside in.
- 6) ___ Always take the first roll from the basket and then pass the basket to your guests.
- 7) ___ Always cut a roll with your butter knife.
- 8) ___ It is inappropriate to arrive at a 5 pm till 7 pm business cocktail party at 6.
- 9) ___ It is correct to arrive for a 6 pm dinner party by 6:20.
- 10) ___ At a party, it is better to break into a group of three than a group of two.

Answers on next page

POLISHING YOUR BUSINESS ETIQUETTE



Preparing For Small Talk

Assume host behavior at all times even when you are a guest.

Read the daily newspaper.

Prepare four topics (not work-related) before the event.

Refer to current events, sports, human interest stories or entertainment/theater.

Avoid politics and religion.

Be discreet about talking business during cocktails and dinner when the event has been designated social.

Shaking Hands & Making Introductions

Always introduce yourself first.

Always stand when shaking hands.

Hold the other person's hand for a split second longer than duty requires.

If you are drinking a cold beverage, hold the glass in your left hand to avoid a clammy handshake.

Make immediate eye contact for the length of time it takes to remember their smile and the color of their eyes.

When introducing people, add their title or some reference that will stimulate conversation.

Use a person's official title when introducing them, even if you know them personally.

Wear your name tag on your right side for easy reading.

Answers to Etiquette Test

1)F;2)F;3)T;4)F5)T;6)F;7)F;8)T;9)F;10)T.

Presenting Your Business Card

Your business card and how you handle it is a very personal part of communication. It's the handshake you leave behind.

Only give out business cards in excellent condition. If your card is soiled say you will mail it to them.

Don't scatter your card about in large groups of strangers.

Don't offer your card early in the conversation to anyone who is a stranger.

In a meeting, place business cards on the table in order that people are sitting. It will help you remember their names and avoid getting them confused.

Always present your card with letters facing the recipient.

When receiving a business card, never stuff it into your back pocket. Put it into your breast pocket, jacket pocket or your portfolio.

Never jot down notes on another person's business card. This is rude. The exception is when they offer their home number as an alternative.

Using E-Mail Effectively

E-mail is quickly replacing paper memos, faxes, phone calls, and other means of communication. Because it is so easy to use, most senders hit the "send" key without proof reading their message. It invites people to be careless, and frequently, too direct in their approach. Remember, even if you delete the message you've sent from your computer, it remains in their computer. Just be careful.

Never send thank you notes by e-mail if you want the message to be meaningful. Nothing replaces the

graciousness of a personalized hand-written note.

Reread your message to ensure that it is clear, grammatically correct, and yes, politically correct.

Telephone Manners

Poor telephone manners are an unnecessary risk to your career. You create an image by the courtesy and style you extend on the phone. Your manners are also an extension of your company's image.

Always answer the phone in an upbeat cheerful voice. Say "Susan McDonnell speaking" or "Susan McDonnell, accounting department."

Be genuine. Avoid the commonplace "How are you?" Instead, be sincere by saying "How is your day going so far?" Or "I'm delighted to hear from you."

End with quality and sincerity. Avoid saying "Have a nice day." Following are suggested alternatives: "It's been great hearing from you." "Stay well, and we'll talk soon." "I'm really glad we've been in touch again."

If you've committed to a phone appointment, be at your desk on time to receive it. Don't use the phone while you wait - their call may transfer into voice mail faster than you can retrieve the call. Or just as damaging, the receptionist may tell them you are busy with another call.

Return calls within 24 hours, even if you aren't interested. You never know who knows whom.

Ask permission before putting a caller on hold or on the speaker phone.

Never call people at home without a pre-arrangement or a legitimate emergency. Always call someone at home after 7:30 a.m. or before 9:30 p.m.

GOOD MANNERS MEAN GOOD BUSINESS

Ninety percent of everyone you meet will form an opinion of you within the first 10-40 seconds. In job interviews, your eligibility for a job will be judged within the first four minutes.

Communication is an essential first step in building relationships with internal and external customers, and business protocol is a fundamental part of your communication package. The leadership presence and protocol savvy you project affect others' perceptions of your level of professionalism. Polished manners and business etiquette are fundamental in developing a leadership presence, which is critical to your success, regardless of your profession or field.

In fact, business etiquette has become the new

international language. Prospective executives are wined and dined today to determine the applicants; ability to function smoothly and effectively - even impressively - in a social setting.

Good manners are more than just knowing which fork to use. Good manners are knowing the basic rules in different settings - how to conduct yourself in a colleague's or customer's office, for example, or how to work a room at conferences and other social functions. Good manners are about proper introductions and sensitivity to your overall behavior.

Bottom Line: good manners are about helping others feel at ease and comfortable with you at all times



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Contact The Usheroff Institute today for communication, leadership and image training - 1•800•844•2206