

MentorTraining

Corporate Computer and Soft Skills Training
Serving the Bay Area since 1987

Business Etiquette, The Competitive Edge

Leadership Series

Course Description:

The way you conduct yourself speaks volumes about who you are and the company you represent. Have you ever unwittingly insulted a client? You may never know since 96% of dissatisfied customers go away in silence. Find out the costs of poor business etiquette and learn the skills to gain and maintain good client and coworker relationships. Discover the emerging guidelines regarding techno/electronic devices and e-meetings. Gain the skills to deal with difficult people gracefully.

Course Length: 6 hours, typically 9-12 and 1-4

Course Audience: Middle and Senior Managers

Course Objectives:

- Master the *What* and *Why* of good business etiquette
- Take and hold the competitive lead by building good relationships
- Learn the skills that polished professionals use

Course Outline:

The “What” and “Why” of Business Etiquette

- Defining business etiquette
- The importance of courtesy
- Where are you coming from?
 - Millenials, Boomers, Xers, Traditionalists
- What needs improvement?
- How courtesy pays off
- Miss Business Manners quiz

First and Lasting Impressions

- Effective handshakes
- Exchanging business cards
- Introductions — understanding the pecking order
- Tips for remembering names

MentorTraining

Corporate Computer and Soft Skills Training
Serving the Bay Area since 1987

Office and Cubicle Etiquette

- Hosting the business caller
 - The day before
 - What if you're running late
 - Escorting your guest
- Be kind to your fellow cube dwellers
 - How to knock on a cubicle
 - Wait to be invited
 - Speak in a low voice
 - Food smells
 - Cubicle etiquette — the silent message

Telephone Etiquette

- Recording good answering machine messages
- Answering the phone like a pro
- Leaving clear, concise electronic messages
- Dealing with discourteous/frustrated callers

Techno/Electronic Etiquette

- Cell phone/camera phone courtesy
- Email netiquette

E-Business Meetings

- Being an effective e-meeting coordinator
 - Plan the technology
 - Think about time zones
 - How will questions be handled
 - The benevolent dictator
 - Engaging attendees
 - Following up
- Good e-meeting behavior
 - Timeliness
 - Introductions
 - Do your homework
 - Background noises

MentorTraining

Corporate Computer and Soft Skills Training
Serving the Bay Area since 1987

The Art of Communication

- Making small talk — and acquired skill
- Working a room
- Listening well
- The power of Thank You

Dealing with Difficult People

- Problem personalities
 - The hothead
 - The rumormonger
 - The credit hog
 - The power grabber
- Grace under pressure
 - Confrontation
 - Ethical dilemmas

Preparing for Multicultural Etiquette

- Greetings and introductions
- Business attire
- Business entertaining
- Gift giving
- Appropriate conversation
- Gestures and public manners
- Meeting protocol
- Punctuality

Dining for the Savvy Professional — Eat before Dinner

- Planning meal meetings
- Dining for dollars
- What's wrong with this picture?
- Reading the table

Suit Up for Success

- How do you define Professional dress?
 - Professional dress for women
 - Professional dress for men
- What is Business Casual?
- Your clothes say a lot about who you are

MentorTraining

Corporate Computer and Soft Skills Training
Serving the Bay Area since 1987

Course Methodology:

This course uses a variety of methods to bring home the objectives, including brainstorming sessions, discussions, and role playing. Discuss the importance of business etiquette, generational differences in the workplace, cubicle etiquette and much more. Take an online business etiquette quiz, practice scenarios for proper introductions, practice techniques for remembering names, and take the schmoozability quiz.

About the Instructor:

The instructor for this course has twenty years of experience with the IBM Corporation in training and training management. She is also the author of the courseware. Currently she consults in corporate training, providing classes that give companies the competitive edge. In her many years of training and writing in the corporate environment, she has developed a deep understanding of adult learning principles and accelerated learning techniques. This experience gives her the background for developing compelling content and delivering engaging classes that bring home the objectives.