

# Business Etiquette

## Making a Great First Impression

If you want to make a good impression, know that you need to project 3 C's:

### **Confidence**

You can project confidence by:

1. Having a straight but relaxed posture. Hold your head high and steady. Don't slouch or slump.
2. Moving in a natural, unaffected manner.
3. Maintaining eye contact with the people you are talking to.

### **Competence**

You can project competence by:

1. Exhibiting knowledge of your craft. Know your way around the agenda. Being prepared for the meeting. Bring supportive materials to emphasize your points.
2. Answering questions in a clear and professional manner, avoiding the use of slang or technical jargon.
3. Asking relevant questions.

### **Credibility**

You can project credibility by:

1. Arriving on time
2. Being presentable
3. Keeping true to your word.

## Using Business Cards Effectively:

Networking is not complete without receiving or giving a business card. The business card is a way for you to follow up on the people you have met. Likewise, it is a way for them to contact you for further meetings.

- Never be without your business cards!
- Follow the protocol on hierarchy. Cards should not be given to senior executives that you meet, unless they've asked for one.
- Time the presentation of your card.
- Accompany your business card with an explanation of what you can offer them.
- When receiving a business card, show the other person that you value their card.

## Minimizing Nervousness

1. Be informed.
2. Practice! Practice! Practice!
3. Learn relaxation techniques.
4. Identify your triggers.
5. Believe in what you have to offer!

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## Creating an Effective Introduction

Three steps to introducing yourself effectively:

- Project warmth and confidence.  
*Many people size you up even before you say a word, which is why it's important to mind your body language. When introducing yourself, stand up straight, relax and establish eye contact.*
- State your first name and your last name. Depending on the situation, you may also state your affiliation and/ or your position in the company.  
*Example: "Hello. I'm Jacqueline Smith. I'm the Quality Control Officer."*
- When the other person has given their name, repeat it in acknowledgment.  
*"It's nice to meet you, Mr. Andrews." or "It's nice to meet you, Joseph." Repeating their name is an acknowledgment that you heard their introduction.*

## Cell Phone Dos and Don'ts

- Don't take calls in the middle of a business meeting or a conversation with another person. Exceptions are when you receive an urgent call, but excuse yourself first before taking it. Likewise, set your ringer to silent or your phone to just vibrate mode when in a social conversation.
- Never talk in intimate settings or places where silence is imperative. Examples of these are elevators, libraries, museums, restaurants, cemeteries, theaters, dentist or doctor waiting rooms, places of worship, auditoriums or other enclosed public spaces, such as hospital emergency rooms or buses.
- Don't talk on a cell phone in a public place. A good rule to keep is the 10 feet rule --- answer calls at least 10 feet away from the next person!
- If you really have to take a call in public, step out or to a secluded area to take that call. You can also set your phone to voicemail when going out in public. If you really must take the call, answer briefly to tell that you're in a public place and that you would return the call as soon as possible.
- Keep business calls within business hours. Just because it's a cell phone doesn't mean that you can call anytime.