



PROTOCOL SCHOOL OF WASHINGTON

FOR THOSE WHO DO UNDERSTAND THE IMPORTANCE, IT CAN GIVE YOU AN OPPORTUNITY TO STAND OUT AND BE NOTICED.

BUSINESS ETIQUETTE TRAINING

- DISTINGUISH YOURSELF FROM THE COMPETITION
- DEVELOP AND MAINTAIN BUSINESS
- PROJECT A POSITIVE IMAGE
- PROJECT CONFIDENCE AND CREDIBILITY
- BUILD TEAMS



FIRST IMPRESSIONS

- YOUR ENTRANCE
- YOUR EYE CONTACT
- YOUR HANDSHAKE
- YOUR INTRODUCTION
- YOUR PEOPLE SKILLS
- YOUR BUSINESS ATTIRE

WHEN EATING

- SMALL PORTIONS
- 1-2 BITES
- NO DOUBLE DIPPING
- DISPOSE APPROPRIATELY

WHEN DRINKING

- USE YOUR LEFT HAND
- DON'T OVER INDULGE
- GLASSES NOT BOTTLES
- COASTERS WHEN PROVIDED



PRESENCE

GOOD POSTURE

- EARS, SHOULDERS, ANKLES ALIGNED
- STOMACH IN
- CHEST LIFTED
- HEAD UP
- FEET APART
- WEIGHT DISTRIBLUTED

PETER A. ANDERSON PHD

HOW ONE STANDS IS VITAL. STANDING TALL WITH AN ERECT POSTURE IS THE BODY LANGUAGE OF COMPETENCE, CONFIDENCE AND POWER.

BUSINESS CARDS



NAME TAGS



SMALL TALK

POLITE CONVERSATION ABOUT MATTERS OF LITTLE IMPORTANCE, ESPECIALLY BETWEEN PEOPLE WHO DO NOT KNOW EACH OTHER WELL.

CONVERSATION TOPICS

- THEIR JOB
- THEIR INTERESTS
- POSITIVE NEWS
- NEW MOVIES, TV
- LOCAL EVENTS, ENTERTAINMENT, SPORTS

TABOO TOPICS

- RELIGION
- POLITICS
- SEX
- MONEY
- HEALTH





**10
MINUTES
MAX**

NETWORKING ETIQUETTE



**GREETINGS &
HANDSHAKES**



IITTI INTERNATIONAL STANDARD

MAINTAINING EYE CONTACT BETWEEN 40 - 70% OF THE TIME DEMONSTRATES CONFIDENCE AND SINCERITY.

POOR EYE CONTACT

- INDIFFERENCE
- BOREDOM
- SHYNESS
- LACK OF CONFIDENCE
- DISHONESTY

EYE CONTACT

FACIAL EXPRESSION

FACIAL EXPRESSION

PROTOCOL SCHOOL OF WASHINGTON

A NAME IS A LABEL USED TO DISTINGUISH ONE PERSON FROM ANOTHER.

FORMAL ADDRESS

TITLE AND SURNAME
 "Mr. Smith" or "Ms. Jones"
 "Dr. Kam"

THE PROFESSIONAL HANDSHAKE

THE HANDSHAKE




THE PROFESSIONAL HANDSHAKE

1. EXTEND YOUR RIGHT HAND
2. FULL PALM TO PALM GRIP
3. SHOULDERS SQUARE
4. LEAN IN
5. SHAKE FIRMLY

THE PROFESSIONAL HANDSHAKE



PROFESSIONAL HANDSHAKE



WORKPLACE DECORUM



WORKPLACE DECORUM

- RESPECT FOR DIGNITY
- RESPECT FOR WORKSPACE
- RESPECT FOR PRIVACY
- RESPECT FOR TIME



RESPECT FOR TIME

- SENSITIVE
- PUNCTUAL
- DEADLINES
- RESPOND



INTERPERSONAL SPACE



INTERPERSONAL SPACE

- PUBLIC SPACE – MORE THAN 2 ARM LENGTHS
- SOCIAL SPACE – 1 TO 2 ARM LENGTHS
- PERSONAL SPACE – 1 ARM LENGTH
- INTIMATE SPACE – CLOSER THAN 1 ARM LENGTH

FORMULA FOR INTRODUCTIONS

WRONG

"Mr. Senior Executive, I would like you to meet Mr. Junior Executive."

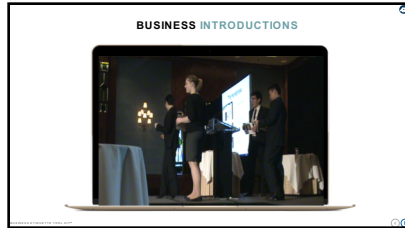
RIGHT

"Mr. Senior Executive, I would like to introduce Mr. Junior Executive."
 "Mr. Senior Executive, I would like to introduce to you Mr. Junior Executive."

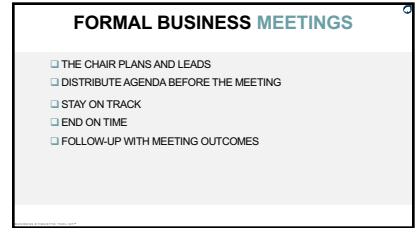


BUSINESS INTRODUCTIONS

- ❑ JUNIOR TO SENIOR
- ❑ NON-OFFICIAL TO OFFICIAL
- ❑ LESS IMPORTANT TO MORE IMPORTANT



BUSINESS INTRODUCTIONS



FORMAL BUSINESS MEETINGS

- ❑ THE CHAIR PLANS AND LEADS
- ❑ DISTRIBUTE AGENDA BEFORE THE MEETING
- ❑ STAY ON TRACK
- ❑ END ON TIME
- ❑ FOLLOW-UP WITH MEETING OUTCOMES



MEETING PARTICIPATION

- ❑ BE PUNCTUAL
- ❑ FOLLOW THE LEADER
- ❑ BRING REQUIRED MATERIALS



BE SEATED WHERE?



BE SEATED WHERE?




ELECTRONIC COMMUNICATION



MAKING A PHONE CALL

- ❑ IDENTIFY YOURSELF AND YOUR BUSINESS
- ❑ BE PREPARED
- ❑ STATE YOUR PURPOSE



ANSWERING THE TELEPHONE

- ❑ ANSWER WITHIN THREE RINGS
- ❑ GREET THE CALLER
- ❑ SMILE!
- ❑ ASK BEFORE PLACING ON HOLD
- ❑ DON'T EAT OR CHEW GUM
- ❑ DON'T USE SPEAKER PHONE

TAKING MESSAGES

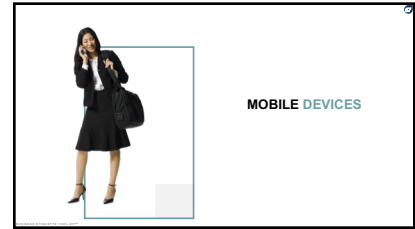
GET THE...

- CALLER'S NAME AND SPELLING
- COMPANY NAME
- CALLER'S TELEPHONE NUMBER
- DETAILED MESSAGE
- RECORD DATE AND TIME

VOICEMAIL

OUTGOING MESSAGE

- BE PROFESSIONAL
- UPDATE YOUR MESSAGE
- RETURN CALLS PROMPTLY
- LEAVE SUFFICIENT INFORMATION
- INCLUDE YOUR PHONE NUMBER
- SUGGEST CALL BACK TIME



SMARTPHONES



SMARTPHONES

BUSINESS...

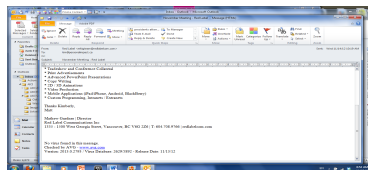
- BE COURTEOUS
- DON'T YELL
- KEEP YOUR DISTANCE
- AVOID QUIRKY RING TONES
- USE HANDS FREE OPTIONS WHILE DRIVING



BUSINESS EMAIL

- INCLUDE SUBJECT
- USE FORMAL SALUTATION
- AVOID SENSITIVE INFORMATION
- BE CLEAR ABOUT DATES & TIMES
- CHECK SPELLING & GRAMMAR
- USE BLIND COPY FOR PRIVACY
- RESPOND ASAP
- INCLUDE SIGNATURE

BUSINESS EMAIL



BUSINESS EMAIL

