

## Be On Your Best Business Behavior

RCMA Aim High  
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## It's All About You!

- The way you look
- The way you act
- The way you eat
- The way you conduct business
- The way you service and follow-up
- Your perception
- Your BRAND



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## The Way You Communicate Through Your Visual Signs and Attitude

- 3-5 seconds Blink!
- 86,400
- You don't get a second chance to make a first impression!
- 24/7



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## Body Language Non-Verbal Communication

- 94% of communication is non-verbal
- According to Kramer
- Psychologist Albert Mehrabian:
  - 7% verbal (words only)
  - 38% vocal (tone, inflection, noises)
  - 55% non-verbal (facial expression, posture, movement and gesture)



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## Let's Shake Hands

First Impression

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## The Handshake

- Introduce yourself
- Always be ready
- Web to web
- Eye to eye
- Shoulder to shoulder
- Clammy or dead fish shake
- To shake or germs?



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## Handshake

- Remember their name. Help me!
- Name badge
- Shake from the elbow. How many shakes?
- The double hand shake
- The release
- Hugs and kisses?



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## Introductions – “HOW”

- Introduce the lesser authority/rank to the person of Higher rank (higher person first)
- A young person is introduced to an Older person
- Man is introduced to the Woman
- Rank is # 1



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## Business Cards

- Present
- Out of date
- Always have them
- Don't pass out—they are not flyers
- Read them – chit-chat
- Writing on them
- Sitting on them
- Storing them during a meeting



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## Let's Talk Clothes

Your Image  
And First Impression

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## The Image You Want

- Proper image and perception
- Appropriate dress
  - Business/business casual
- Trends (Hip and trendy)
- Update your wardrobe
  - 18 months




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## Appropriate Dress

- Travel/business
- Ask if uncertain
- Plan in advance
- All angles




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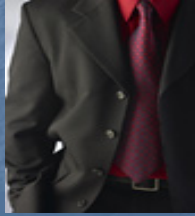
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## Men: Your Best Look

- Belts and Shoes
- Ties: Eating and wearing
- Hats
- Shoes
- Socks
- The stretch/pull



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## Meetings

Look Ready  
Be Ready



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## Meetings

- Treat a meeting like an interview
  - Range of customers and demographics
  - Arrive 5-10 minutes early (no more) and know when to leave
  - Remain standing while greeting/wait to sit



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## Meeting Tips

- Always have your right hand free/firm handshake
- No table shakes
- Use the customer's name
- Eye contact



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## Customer Service

Needs To Be Part of Your Plan  
Needs to be Consistent

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## What Would You Like If You Were the Customer?

- Being called by your name
- Consistent service from top to bottom
- Knowledgeable and reliable staff
- Responsive
- Clean, welcoming and comfortable feeling
- Anticipating needs or solutions

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## Business Etiquette

The Rules...



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## Rules of Etiquette RSVPs

- Deadlines -- 3
- Change of plans
- Guests/kids
- Punctuality
- Social and business
  - Sam and Betty Jones or Betty and Sam Jones?
  - Regrets only
  - No gifts please
- #1 Rule: Make it easy to respond



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## Rules of Etiquette Telephone and Electronic Devices

- Be aware of your surroundings
- Meetings/events
- Checking and answering
- Bluetooth
- Texting
- #1 Rule: Turn them off!



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## Rules of Etiquette The Telephone

- Focused/100%
- Exact messages/length
- Clearly/slowly/twice
- Eating/drinking/typing
- #1 Rule: Speaker phones



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## Rules of Etiquette E-mails

- Business communication
- Subject line most important
- Hello or at least a name to address
- Watch the tone...what was funny last night is different the next day and they can't see you
- Spell check...read



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## E-Mail Guidelines

- Out of office
- Watch emotional signs
- Avoid acronyms and abbreviations
- Value time of others and yourself...end it
  - New subject line or new e-mail
  - Just pick up the phone



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## Clarity

- Second and third e-mails
  - Is your message clear?
  - Do they know what you are talking about?
  - Do you ramble?
  - Restate



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## E-Mail Guidelines

- Respond to only one (exceptions)
- International (slang)
- Postcard/billboard
  - Court or newspaper
- #1 Rule: Signature line



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## Thank You Notes "3-3-3"

- 3 Minutes
- 3 Lines
- 3 Days
  - Handwritten
  - Address
  - Stamps
- E-mail thank you notes
- Client meetings
- Holiday cards



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## Connecting

80% of Success  
Is Showing Up  
-- Woody Allen

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## Reception and Networking

- Where do you go first?
- Conversation tips/chitchat
  - Elevator speech
- Best group/people to approach
- Group/table/meal
- Exit/Thank you



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## International Protocol

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| <ul style="list-style-type: none"> <li>■ Understand the customs/cultures</li> <li>■ Handshake/bows</li> <li>■ Space/touch</li> <li>■ Business meetings and entertaining</li> <li>■ Business cards</li> <li>■ Woman's role</li> </ul> | <ul style="list-style-type: none"> <li>■ Greetings           <ul style="list-style-type: none"> <li>■ Titles/forms of address/rank</li> </ul> </li> <li>■ Dress</li> <li>■ Gestures</li> <li>■ Slang</li> <li>■ Gifts</li> </ul> |
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## Dining Etiquette

How well do you eat?

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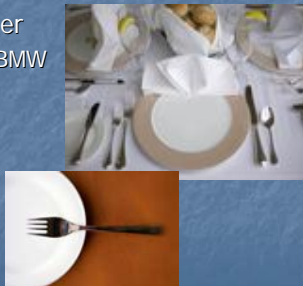
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## Dining Guidelines

- Rules to remember
  - "b" and "d" and BMW
  - 4/left; 5/right
  - When to start
    - Vegetarian
    - Special meals
  - The pick up



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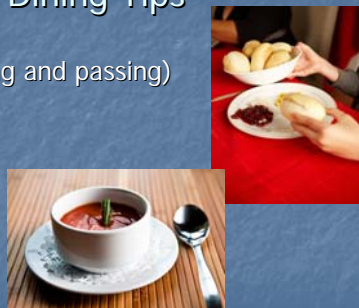
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## Dining Tips

- Bread (eating and passing)
- Lemon
- Sweeteners
- Soup



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## More Dining Tips

- The napkin's role
- Dropping
- Double-dipping
- Salt and pepper
- The turnover



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## Resting or Finished?

- Resting American Style
- Resting Continental or European
- Complete/Finished



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## The Rules

- Don't Push
- Don't Stack
- Don't Cover
- Don't Hand



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## And More Dining Tips

- How many cuts (one, two, three, your entire plate?)
- Blowing your nose, coughing



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## Things We Do...And Shouldn't

- Chewing and eating
- Burping
- Picking
- Lipstick/Make-up
- Toothpick – 1 ½



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## Those Little Things

- Sharing
- Wait Staff
- Coffee/desserts
- Doggie bag



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## The Ending of a Meal

- Difficult foods
- Inedible items
- Paying the bill
- Buffets
- Toast



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The last decision or important factor could come down to that protocol or etiquette challenge

Be Comfortable in Any Dining or Business Situation

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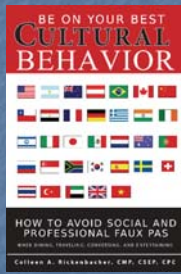
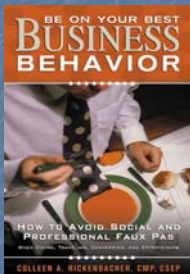
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## Be On Your Best



Available at [www.colleenrickenbacher.com](http://www.colleenrickenbacher.com)

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## Thank You!

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Author of *Be On Your Best Business Behavior*  
*Be On Your Best Cultural Behavior*

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