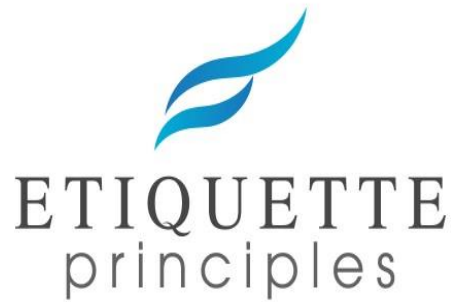
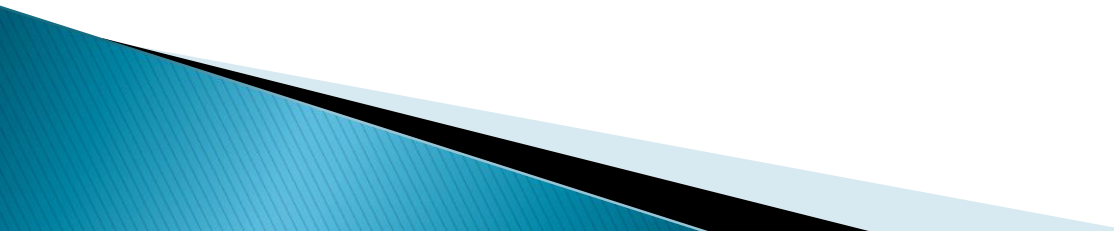


# Building Successful Relationships



September 24, 2014

# AGENDA

1. Introductions
  2. Meetings with Clients
  3. Offsite Meetings
  4. 5 Step Process for Difficult Situations
  5. Q & A
- 

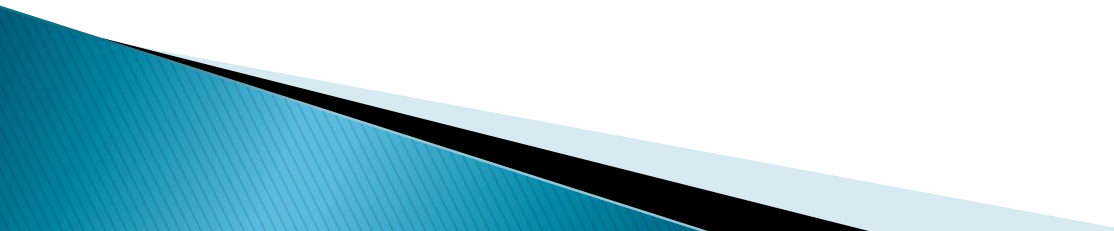
# Objectives

Awareness

Knowledge

Practice

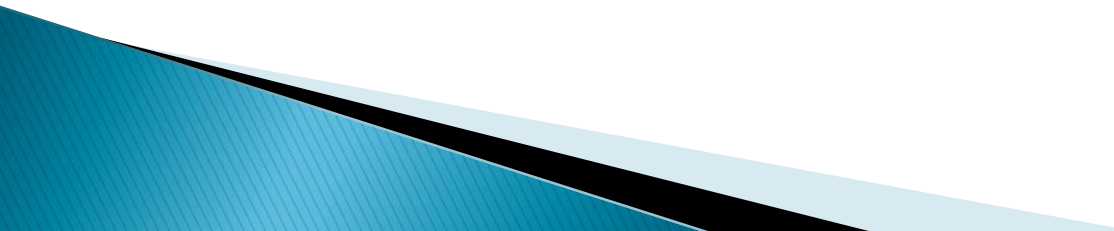
Owning



# Why Business Etiquette?

Maximize the opportunity for your individual success.


Maximize the opportunity for organizational success.



# Meetings With Clients



# Business Meeting Top Eight

1. Greeting Guests
  2. Be prepared:
    - As the organizer: Have an agenda and supporting documents.
    - As a participant: bring the materials and information assigned to you.
  3. Notify the organizer of any change required in your plans ASAP
  4. Be punctual
  5. Have business cards ready
- 

# Business Meeting Top Eight

6. Turn off cell phones

7. During the meeting

- Keep a positive attitude, eye contact, poker face.
- Do not contradict each other.
- Be a good listener/participant; avoid day dreaming, dozing, looking bored, grooming.

8. Follow-up

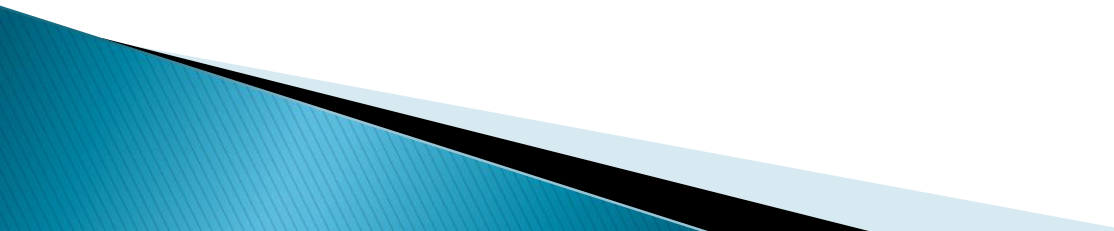
- Organizer: send minutes and to do's.
- Participants: be clear of expectations and follow through.

# Business Social Meetings

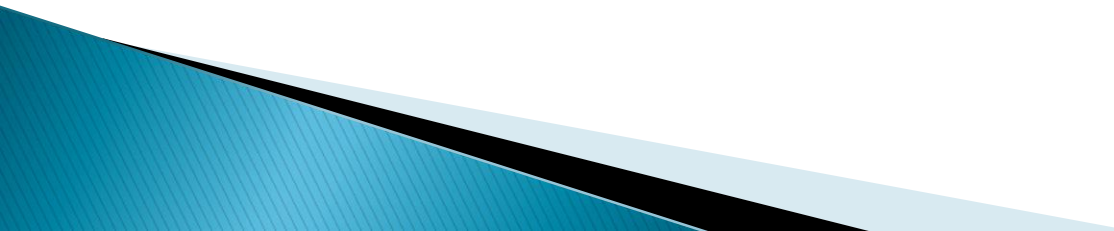




# Small Talk

- ▶ Nametag placement
  - ▶ Where to position yourself in the room
  - ▶ Ask people about their opinions
  - ▶ Listen. Listen. Listen.
  - ▶ Practice. Practice. Practice.
  - ▶ What's your elevator pitch?
  - ▶ The Business Card
- 

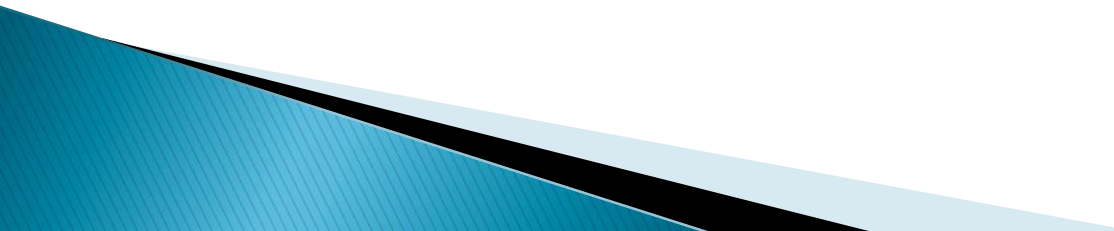
# 4 Best Business Social Practices

1. Avoid the temptation to socialize with colleagues.
  2. Avoid eating at events.
  3. If another person joins your conversation, make introductions, welcome the person, make a comment or ask a question to engage the person in your conversation.
  4. Avoid dirty laundry, gossip and controversial topics.
- 

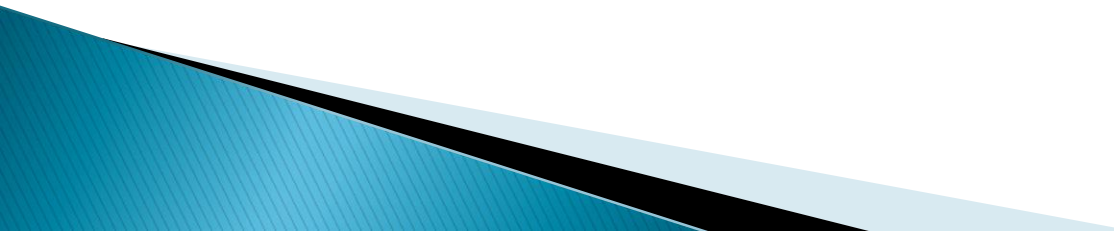
# Introductions



# Why Introductions Matter

- ▶ First impressions can make or break you.
  - ▶ The introduction is your opportunity to make a strong first impression.
  - ▶ How you handle yourself gives strong clues about your confidence and professionalism.
- 

# Introduction Exercise

- ▶ Find a partner near you.
  - ▶ One partner stands and moves a few steps away. The other remains seated.
  - ▶ The standing partner goes to the seated partner and introduces him/herself.
  - ▶ Both note what the other does well and does poorly.
  - ▶ Identify the 4 parts of an introduction.
- 

# Shaking Hands

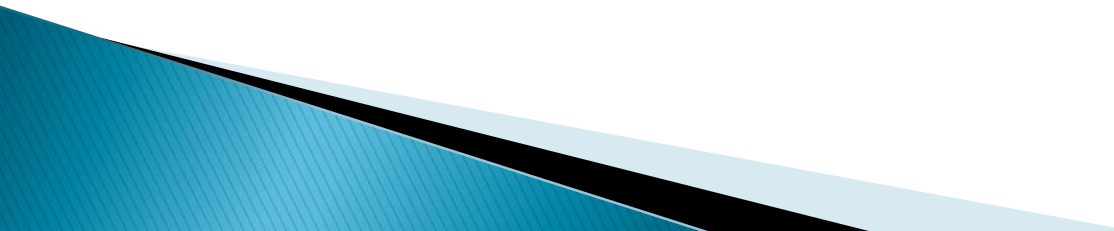
- ▶ Introductions matter. 4 steps:
  - Stand up.
  - Look them in the eye and smile.
  - Firm grip.
  - Say your name and repeat their name.
- ▶ Confidence is key.

# Order of Introduction

Always talk first to the person who is more important.

“Mr. Client, I would like to introduce our senior partner, Tom Smith, to you.”

# Forgetting a Person's Name

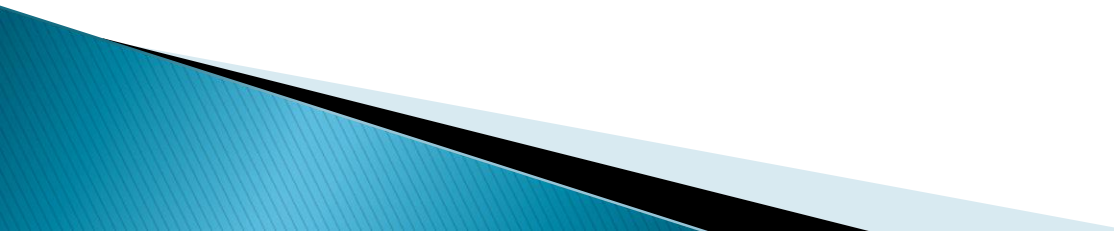
- ▶ Admit your predicament.
  - ▶ Apologize.
  - ▶ Move on.
- 



# Difficult Situations

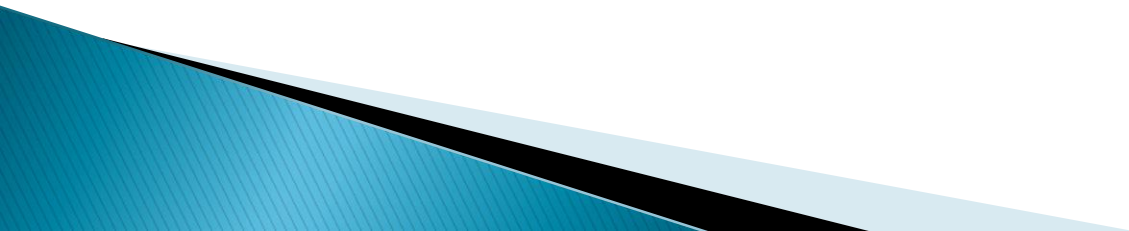


# The Five-Step Process for Solving Relationship Problems

1. Start by applying Consideration
  2. Begin developing Solutions/Responses
  3. Next, apply Respect
  4. Apply Honesty
  5. Refine your Response
- 

# What if...?

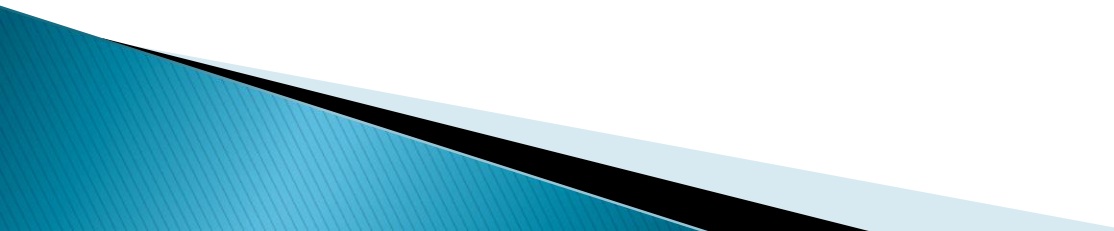
You are at a client meeting and notice a person sneeze into his hands. Five minutes later your client brings the person over to introduce him to you. He extends his hand to shake hands. You would...?



# What if...?

## 1. Consideration

Who is affected and how are they affected?

- The person
  - You
  - Your client
  - Your company
- 


# What if...? Sneeze

## 2. Solutions

- Don't shake hands.
- Shake hands.
- Great Escape.
  - *"I'm so embarrassed. I just sneezed on my hand. As soon as I get back from the restroom..."*
  - *"Please excuse me for not shaking hands. I've got a bad cold and don't want to spread it."*

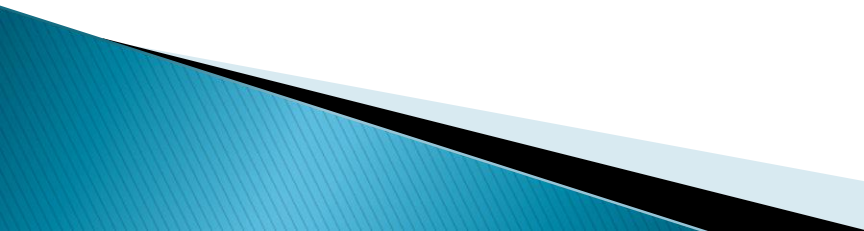
# What if...? Sneeze

## 3. Respect

- Don't shake hands.
  - Escape.
  - Shake hands.
  - Ok for you: you temporarily avoid problem.  
Rude to others.
  - May work for you and the others immediately.  
Problem remains.
  - Hard on you.  
Works for the others.
- 

# What if...? Sneeze

## 4. Honesty

- Don't shake hands.
  - Escape.
  - Shake hands.
  - Causes more trouble than it solves.
  - Doesn't really resolve the situation.
  - Hard on you.  
Easy on the others.  
Ultimately, it works best for you.
- 

# What if...? Sneeze

## 5. Refine as necessary

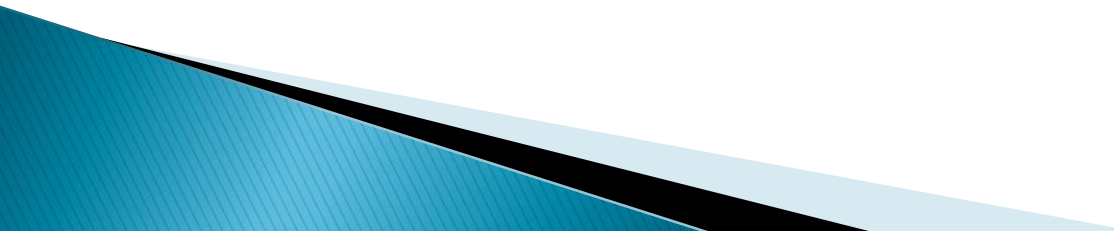
- You decide that after shaking hands, you will immediately excuse yourself to go to the restroom and wash your hands.



# You Are The Etiquette Expert

You and several of your colleagues have noticed that one person whom you are reasonably friendly with has a problem: he/she drinks too much at offsite business events.

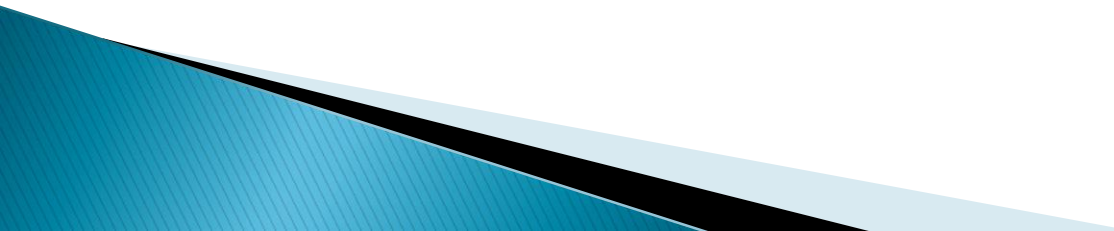
What, if anything, would you do...



# You Are The Etiquette Expert

You and several of your colleagues have noticed that one person whom you are reasonably friendly with has a problem: body odor.

What, if anything, would you do...

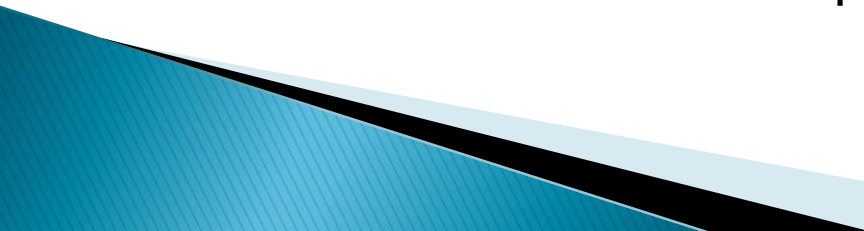


# You Are The Etiquette Expert

You witness your colleague give a horrible presentation. Afterward, while you are standing in the prospect's lobby, he/she says to you, "I think it went great. Don't you?"

You would ...

# Top Ten Business Etiquette Behaviors

1. Be on time.
  2. Use “Please”, “Thank You” and “You’re Welcome.”
  3. Present yourself for the job you want to have, not the job you are in: attire, attitude, effort.
  4. Harness the power of the compliment.
  5. Fight demeaning or superior attitudes in yourself.
  6. Take responsibility.
  7. Be prepared.
  8. Focus on the etiquette for greetings, meetings and business social.
  9. Think before acting and then act to build relationships.
  10. Embrace and use the principles of etiquette.
- 

Questions?





ETIQUETTE  
principles

Thank You

Liz Taylor  
Etiquette Principles, LLC

[www.etiquetteprinciples.com](http://www.etiquetteprinciples.com)