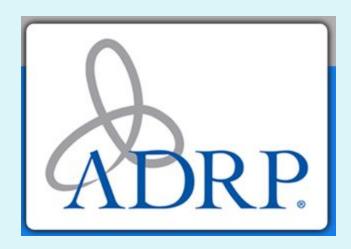
Polish For Building Profits

Program For



Presenter: Ann Marie Sabath, Founder At Ease Inc.

Program Agenda

- 1. Business Courtesy: A Dollar & Cents Evaluation
- 2. The Three Most Important Qualities In Business
- 3. Key Ways For Making A Positive First Impression
- 4. Professional Presence: What Does Your Attire Say About You?
- 5. The Most Commonly-Asked Questions About Greetings
 And Introductions
- 6. Business Conversation: The Importance Of Connectors
- 7. Business Etiquette In Correspondence
- 8. Social Networking: How To Maintain A High Code Of Ethics
- 9. Avoiding The Most Commonly-Made E-Mail Faux Pas
- 10. iPhone And Smartphone Etiquette
- 11. Voice-Mail Etiquette: What Message Are You Emitting?
- 12. Mixing And Mingling In Style: How To Work A Room

Learn Those 200 Half-Percents For Winning 100% Of The Way!



BUSINESS COURTESY:

A Dollar & Cents Evaluation

- 96% of unhappy individuals never complain about discourtesy.
- 91% will not do business again with the person or business that offended them.
- 13% of those people will tell at least
- **20** other individuals.



The Three Most Important Qualities In Business



- 3. Fees
- 2. Quality
- 1. Responsiveness





Key Ways For Making A Positive First Impression



- 1. The <u>first 12 words</u> you speak
- 2. The <u>first 12 inches</u> from your head down





3. The <u>last 12 inches</u> from your shoes up

Professional Presence:

What Does Your Attire Say About You?

- Business Professional
- Business Ready
- Business Casual, Smart Casual and Corporate Casual
- **♦** Business Sloppy
- How To Add Presence Through Accessories



The Most Commonly-Asked Questions About Greetings And Introductions



- How do you introduce two people whose names you've forgotten?
- When you have forgotten a name, how do you get a person to reintroduce himself/herself?

The Art Of Business Conversation

"Small" Talk, "Medium" Talk, "Large" Talk
And When Not To Talk

- **♦** Know the *power of connectors*
- **♦***Listen* more than you *speak*
- **♦** Ask questions using *interrogatives*
- **♦** Pause or count to two to avoid interruptions



Business Etiquette In Correspondence

The four most important parts of a letter are:

- **♦** The Greeting
- **♦** The First Paragraph
- **♦** The Signature
- ♦ The P.S.



Social Networking: How To Maintain A High Code Of Ethics



♦ The importance of your professional demeanor



How to avoid professional and personal conflicts

♦ When to "take a break"

Social networking forum consequences



♦ Respecting professional privacy

♦ Commonly-made social media faux pas

Avoiding The Most Commonly-Made E-Mail Faux Pas

- **♦** Update subject
- Use grammar and spell-check
- Use upper and lower case
- **♦** Add warmth to your message

♦ Keep sentences 12 to 15 words in length



iPhone And Smartphone Etiquette

- When meeting with individuals, turn off your phone before entering a building.
- ♦ iPhones, smartphones and PDAs should not be visible.



♦ Avoid putting your phone on the vibrating mode. This will prevent you from looking at your screen when a message is received.

Voice-Mail Courtesy: What Message Are You Emitting?



- ♦ Say your number twice slowly
- Update your message
- **Be concise**
- Respond promptly
- Commonly-made voice-mail faux pas

Mixing And Mingling In Style: How To Work A Room

- Enter a room alone
- Prepare an elevator script
- **♦** Know how to approach others
- ♦ How do you unload a bore?
- **♦** The way to juggle a beverage and appetizer plate
- Where to stand to get others to approach you



What Half-Percents Can You Take From This Program?