

Polish For Building Profits

Program For



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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 **first 12 words** you speak
2. The **first 12 inches** from your head down



3. The **last 12 inches** 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?**