

First Impression Management, Inc.



Business Etiquette Training for Professionals Instructor Lead Programs

Technology dominates the business environment today but, how many times have heard, "Ours is still a people business!" This means we must include courtesy, politeness and class, along with service, in our daily business encounters.

In the first thirty seconds people make judgments about us on a subconscious level, based on what they see, hear and sense. First Impression Management will transform your professional presence and give you the winning edge.

Business Etiquette for Professionals

The rules of business etiquette are what guide professionals in all business interactions. Due to different backgrounds, beliefs and cultures that comprise today's workforce, businesses find themselves needing resources to train their employees on how to interact with clients and with each other. Business etiquette training is a way to ensure your employees have the tools they need to succeed in and to professionally represent your organization.

The American business market is becoming more casual, while at the same time expanding to all the corners of the globe at a faster rate than ever before. These factors create an increased demand for businesses to take a proactive approach in training their staff on how to create that ever critical "great first impression" and a "lasting great impression."

Training On-Site

We are committed to ensuring that your business avoids mishaps due to a lack of proper business etiquette and communication skills. Our business etiquette training program is customized for your specific industry and covers a wide range of topics. This program is specifically designed for groups who want to polish the verbal and non-verbal skills of their employees and enhance their professional presence.

Course Outline

- *The messages your attitude sends*
- *Understanding and using body language*
 - Eye grammar
 - Facial expressions
 - Head movement
 - Posture and stance
 - Proximity
 - The importance of your smile
 - Appearance
- *The power of words*
 - Words every businessperson should know and use
 - Words every businessperson should avoid
 - Alternative words and phrases to use
 - Assessing your communication skills
- *Listening skills – your secret weapon*
 - Clear speaking does not guarantee
- *What's in a name? (the power)*
- *Introductions*
 - Who is introduced to whom
 - When you are the introducer
 - When you are being introduced
 - Introducing yourself
 - Practice session
- *Business card Usage*
 - The importance of it
 - When to ask for one
 - How to give your card
 - When to give your card
 - Asking for someone else's card
 - Using business cards as calling cards?
- *Telephone skills*
 - What's in a name
 - The importance of your tonality
 - Your grammar – how important is it?
 - How to answer the telephone

- clear listening.
- Listening is always interpretative.
- Culture and personal history shape listening.
- Perceptions about relative power can limit the exchange of ideas.
- Changes in mood cause changes in listening.
- Effective communication requires listening beyond the words.
- *Verbal communication*
 - Your tonality
 - Geographical dialects
 - Understanding pace
 - Your grammar – how important is it?
- *Your handshake – the ultimate greeting*
 - Types of handshakes and what they reveal
 - Rules for shaking hands
 - Practice session
- *Clients visiting you in your office*
 - Inviting a client to your office
 - Meeting your client
 - Where to sit
 - Serving refreshments
 - If others join you in the meeting
 - Follow-up after the meeting
- *Visiting clients in their office*
 - Meeting your client in their office
 - Where to sit
 - Accepting refreshments
 - If others join you in the meeting
 - Follow-up after the meeting
- *Pleasing the customer*
 - The art of listening
 - The art of questioning
 - Handling demanding people
 - Dealing with missed deadlines
- *Networking*
 - Name tag etiquette
 - Working the room
 - Meeting attractive people and flirting
 - To drink or not to drink
 - Eye contact
- Understanding pace
- Telephone call faux pas
- Using speaker phones
- *Electronic etiquette – is there such a thing?*
 - Know what's behind every message
 - Making yourself perfectly clear
 - Do we still use upper case and lower case
 - Does grammar still count?
 - Appropriate times to send e-mails
 - How to make e-mails more effective
 - Sending "Thank You" e-mails?
- *Managing a meeting*
 - Preparing for a meeting
 - Opening a meeting
 - Conducting a meeting
 - Closing a meeting
 - Where to sit
 - Serving refreshments
 - If others join you in the meeting
 - Follow-up after the meeting
- *You and your coworkers*
 - Grasping company culture
 - Face-to-face communication
 - Respecting rank
 - Requesting and offering help
 - Share the credit
 - Eavesdropping
 - Animosity and squabbles
 - Handling gossip and rumors
 - Squelching offensive comments
 - Dealing with petty annoyances
 - Exchanging gifts with coworkers
 - Clustering at the water cooler
 - Networking at lunch time
 - Office party pitfalls
- *Office etiquette*
 - The effects of gossip
 - Closing your door
 - Cubicle etiquette
 - Workplace decor
 - Eating at your desk
 - Using a speakerphone

- Watch your body language
- *Executive Etiquette*
 - Setting standards
 - Creating a positive climate
 - Inspiring and motivating
 - Mentoring
- *Management etiquette*
 - Communicating a decision
 - Overcoming objections
 - Winning cooperation
 - Preventing de-motivation
 - Monitoring progress
 - Praising and rewarding
 - Speaking confidently
- *Business gifts*
 - Appropriate or not
 - Gifts from outside
 - Gift choices
 - Accepting and declining gifts
- *Women and men together*
 - Romance in the workplace
 - The flirter and the flirtee
 - Dating policy
 - Romances between manager and employee
 - Sexiest language
 - Responding to harassment
- Courtesy at the copier and fax machine
- The office gift – chipping in
- *In the office kitchen*
 - Storing food in the fridge
 - Cooking and microwaving
 - Washing dishes and cleaning-up
 - The food thief
 - Communal lunches
- *Office building etiquette*
 - In and out the door
 - Elevator etiquette
 - Riding escalators
 - Building personnel
- *Business travel*
 - Trouble-free clothing
 - Traveling with your superior
 - Traveling with your client
 - Dealing with hotel staff
 - Tipping guidelines

Program Objectives

At the conclusion of the training, the participants will know the importance of “impression management” to their career and develop a personal action plan. They will know how to:

- Enhance their professional presence
- Enhance their verbal and nonverbal communication skills
- Use good manners with clients and with their colleagues
- Understand how body language is used as a means of communication
- Answer the telephone in a professional manner
- Communicate effectively via e-mails
- Meet and greet people properly
- Network with finesse
- Develop an action plan to improve their professional verbal and non-verbal skills
- Become a true professional representative for your company

Years of Success with the Following Clients

- 4Front Engineered Solutions
- Abbott Laboratories
- Alabama Dept of Rehabilitation Services
- Anheuser-Busch
- AmericasMart-Atlanta
- Adknowledge
- AT&T, Dallas, TX
- Astralloy Steel Products
- Beckman Coulter
- BOMA
- The Biltmore Hotel
- Cendant
- Cenveo
- Comprehensive Care Management
- Deloitte & Touch
- Florida Hospital
- Verizon Wireless
- Edison Mission
- Florida Legislature
- Food for Thought-Chicago
- Health Care Convention & Exhibitors Association
- Kennesaw State University
- Johnson Lambert Veris Consulting
- Hispanic Realtors, Houston, TX
- Heery International
- Lighthouse Mortgage
- Mayor Motivational
- Motorola
- Mississippi Power Company
- Native American Alaska Native Coalition of FAA
- New Century Title
- Oracle
- Projection Presentation Technology
- Protective Life Insurance
- Relational LLC
- SBC Texas
- Standard Parking
- TAP Pharmaceutical
- Blue Cross Blue Shield of CA
- Society for Human Resource Management (SHRM)
- CNA Insurance
- DeVry University
- Stetson University Law School
- Emory University
- Diaz Foods
- Lockheed Martin
- Jewel Osco
- Florida Office of State Legislature
- Verizon Communications
- Johnson & Johnson
- Supervalu
- Oracle
- Marriott International
- Hyatt Hotels
- Norfolk Southern
- Protective Life Insurance
- Fidelity Investment
- Argy, Wiltse & Robinson, P.C.
- LAN Associates
- Johnson & Johnson
- Ft. Lauderdale Chamber of Commerce
- Mexican American Chamber of Commerce
- Uline
- PCV/Murcur Real Estate
- Norfolk Southern
- Haworth Inc.
- Solvay Pharmaceuticals
- US Wildlife, Texas
- UBS
- UPS
- Vesta Strategies
- Western University
- Wellpoint
- The Clinic (Virginia)
- RW Armstrong
- Tampa Marriott Waterside Hotel

To read some of our published articles and press interviews:

http://www.firstimpressionmanagement.com/Press_page.html

What Others are Saying

"Everyone benefited from your training and the information you delivered. As late as yesterday during a discussion with one of our Sales Staff one of your examples was given.

It was a pleasure doing business with someone as professional as you and I enjoyed our communication during the preparation of this seminar. I feel like I have always known you. I look forward to working with your company again in the future."

Merilee J Ah Lan
Senior Vice President
New Century Title Company, CA

"Your workshop was an overwhelming success! Women at AT&T members are still buzzing about the lessons learned ... It is clear that First Impression Management is aware of the secrets for success that are not learned in the boardrooms."

Sandy Tutwiler
VP Programs
Dallas, Texas

"Your presentation, 'Power Protocols for Professionals' was very well received by the audience. It was very tailored to the level of expertise of the participants, and it was delivered in an orderly, professional and understandable manner. The room was packed and each BAE in attendance took away something of use from your presentation."

Janice L. Parham
Chair, BAE Council
BOMA International, TX

"I would like to thank you again for providing such excellent etiquette and protocol training for our marketing and distribution teams here at Motorola. In a company as customer-focused as ours, it is important that our managers know the rules of etiquette, whether they are entertaining customers over dinner or presenting to them in meetings.... I would highly recommend your services to any company looking to help its staff become more polished and professional. Your training style is effective, yet fun and not overly formal. You are able to address an old-fashioned subject with modern practicality because of your first-hand experience in the business world.

L. Faso
Public Relations Manager
Motorola, FL

Presentation Style

Our presentation style is a mixture of lecture, visual aids (PowerPoint), discussions with participants and hands-on activities. The PowerPoint is only a supplemental tool used to illustrate points. The presenter interacts with the audience through activities and exercises, providing opportunity for group discussions where appropriate and we provide time for questions and responses. Handouts are provided as aids for note taking and to give participants concrete examples to take home from the training. The presenter is a member of the National Speakers Association experienced at capturing the attention of the attendees.

*Thank you for Considering
First Impression Management for your Training!!*

About Us

Mercedes Alfaro is an author, speaker, coach and seminar leader who speaks on topics including business and international etiquette, business communication, women leadership issues and diversity sensitivity. Through her writings, speaking and national network, she has brought her message to countless organizations including, Abbott Laboratories, AT&T, UPS, and Johnson & Johnson. She is the author of most recently, *"Business Dining Etiquette: Where Social and Professional Skills Meet."*



**Business Communication
Specialist**

Mercedes Alfaro is President and Founder of **First Impression Management, Inc.** She spent two decades working for IBM (including management, project management, customer service and training) prior to becoming an author and speaker. She also traveled internationally representing IBM in European and Latin American countries.

In addition to earning a B.S. degree from the University of Delaware and graduating with Honors, Ms. Alfaro is a certified Corporate Etiquette and International Protocol Consultant. Ms. Alfaro is also trained in verbal and non-verbal communication, including Neuro Linguistic Programming (NLP).

Ms. Alfaro injects her training with real-life applications that have consistently earned her excellent feedback and increasing success with her clients. Ms. Alfaro is a member of the National Speakers Association, has published articles in numerous business publications (to read: www.firstimpressionmanagement.com/Press_page.html) and has appeared as an expert etiquette advisor on various television networks including: ABC, CBS, UPN, FOX and prime TV SHOWTIME. Ms. Alfaro has also been quoted as an expert in business etiquette in articles published by the following national newspapers: The New York Times, the Chicago Tribune, the Los Angeles Daily News, the Atlanta Journal-Constitution, the Miami-Herald and USA Today.

Our Mission

To provide high-quality professional development programs for organizations looking to enhance the performance of their employees, attract more business and corner their market.

Our Passion

Our driving passion is helping individuals realize their full potential for extraordinary performance with a high return on your investment.

Our Promise to You

- We take great pride in the professional quality of our work
- We are determined to achieve excellence in everything we do
- We make a concerted effort to be the best in our industry