

# *First Impression Management, Inc.*



*Presents*

## *Dining Etiquette as a Business Tool*

**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.**

First Impression Management Inc. requests that this information be used for no other purpose than the evaluation of our capabilities. Its content should not be disclosed to any parties other than those legitimately involved in the evaluation process.

## Dining Etiquette as a Business Tool

Table manners play an important part in making a favorable impression. They are a visible signal of the state of our manners and therefore are essential to our professional success. Regardless of whether we are having lunch with a prospective client or dinner with a business associate, our manners speak volumes about us as professionals.

In addition, business relationships are developed and strengthened in social situations; therefore, mastering the art of fine dining adds to your competitive edge. Confidence in dining situation frees us from worrying about making mistakes. Everyone has experienced an awkward moment such as dropping a fork on the floor and wondering whether to pick it up or leave it there, or not knowing which utensil to use or how to use it.

During this training session, students learn to feel comfortable and self-assured in social dining situations. This fun and informative program includes role-playing exercises. This training takes you step-by-step through the elements of dining as you acquire the skills that elevate your demeanor from simply eating to fine dining. We teach how to be at ease as a guest or as a host in business and in social arenas.

We encourage you to include a fine dining practice session to enhance the student's learning experience. Topics included:

- Seating charts
- Your responsibilities as a host
  - Extending the invitation to a client
  - Making the arrangements at the restaurant
  - Meeting your guest when they arrive
  - When you see someone you know who you know
  - Seating your guest
  - What to do with rudeness
  - When to bring up business
- Your responsibilities as a guest
  - When and how to sit at the table
  - Ordering food
  - Small talk and topics to avoid at the table
  - When do you start the meal
  - What to order
- Mastering the eating styles: American and Continental
  - How to properly hold your utensils
  - How to signal that you are pausing at the meal
  - How to signal that you have finished your meal
- Using your napkin
- Drinking at the meal
- Toasting the guest of honor
  - When to make the toast
  - What to say when giving a toast
  - Responding to a toast
- Excusing yourself during the meal



- Dropped flatware or food
- Reaching for items
- Talking to servers
- Asking for what you need
- Eating your bread
- Removing food from your mouth
- When food is too hot
- Catsup and other sauces
- Sharing food
- Asking for a doggie bag
- Dealing with difficult food
- Paying the bill
- Tipping
- Following up after the meal
- Eating at buffet event

### **Results You Can Expect**

- Maximize participants dining etiquette
- Recognize the power of social skills
- Dine with social grace
- Improve your customers' perception of your employees

### **Your Investment:**

One hour training session and up to two additional hours of practice session.

- (1 – 12 participants): \$2,900.00
- (13 – 24 participants): \$3,200.00
- (25 – 50 participants): \$3,600.00
- (51 – 100 participants): \$4,500.00 (Instructor plus assistant)

## About Us

**First Impression Management, Inc.** is nationally recognized for the quality of the customized corporate training programs it provides on Business and International Etiquette and Protocol, Business Communication, Dressing for Success, Dining Etiquette, Cross Cultural and Diversity training.

Mercedes Alfaro is President and Founder of First Impression Management, Inc. Ms. Alfaro travels throughout the United States and presents informative and up-to-date training programs to Fortune 500 companies, government agencies and Universities. As a business advisor, coach and trainer Ms. Alfaro has the practical skills and knowledge to help others create a successful business presence. Her corporate background spans more than two decades of experience working for IBM (including management, project management, customer service and training). Ms. Alfaro has 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) and is an associate of the Diplomatic and Consular Academy where she does international training on International Etiquette and Protocol.

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 and has appeared as an expert etiquette advisor on various television stations including: ABC, CBS, UPN and FOX stations. Ms. Alfaro has also been quoted as an expert in business etiquette in articles published by The New York Time, The Chicago Tribune, the Los Angeles Daily News, the Atlanta Journal-Constitution and the Miami-Herald.

### **Our Mission**

We will provide you with a creative program that inspires your employees to raise their professionalism to higher standards.

### **Our Culture**

We are flexible, innovative, easy to work with, hands-on, fast paced, detail oriented and fun loving.

### **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