

First Impression Management, Inc.



International Business Etiquette and Protocol In-house Training Program

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International Business Etiquette and Protocol

Business people traveling the world can appreciate the consequences of the misunderstood gesture, saying the wrong word, and the uninformed judgment. Understanding, managing, appreciating, and maximizing the benefits of cultural differences, has become a critical factor of the success of the global business person. The global business person cannot afford to make mistakes when abroad, to misunderstand the intent of his or her foreign host, or to risk inadvertently offending someone.

This training is essential to anyone doing business in the international arena, at home or abroad. You will learn the do's and don't of *each country of your choice* – that will help you build relationships that lead to “new” business.

This training provides important information about the basic day-to-day behavior in each culture that enables the inhabitants to pursue what they believe to be the best way to live their lives and conduct business. We examine the day-to-day customs, etiquette, and protocols of each culture that makes them what they are – how they are different from our own.

Our training promotes clearer communication, breaks down barriers, builds trust, strengthens relationships, opens horizons and yields tangible results in terms of business success; a real return in your investment. Country specific (Asia, Europe, Latin America, and USA) sample topics include:

- *General Introduction*
 - First impressions
 - Deeper impressions
- History
- Geography
- Culture
 - Language
 - Holidays
 - Worship
 - Male/female relationships
 - Yes and No questions
 - Pecking order
- Body language differences
 - Gestures to avoid
 - Physical contact
 - Proximity
 - Eye contact
 - Smile
- Signs of hospitality
- Business etiquette
 - Proper greeting (bow or shake hands)
 - Proper forms of address
 - Language – phrases to avoid
 - Business cards
 - Forms of address
 - Conversation do's and don'ts

- Women in business
 - Gender work relationships
 - Time management – Customs of punctuality
 - Compliments to avoid
 - Dining etiquette
 - Dietary rules (food)
 - Dining habits of the country
 - Dressing customs - not to offend including which colors to avoid
 - Health practices
 - Superstitions and taboos
 - Unique to each culture
 - Colors
 - Flowers
 - Gift giving
 - Summary
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Your Investment:

We offer you the benefits of quality training for your company at a convenient time for your organization. We customize programs according to your needs, your objectives, at your facility or at one of our national training centers.

Note: The fees shown below are the standard fees for a training session. Please note that the fee may vary based upon additional requirements you may specify. Please call or e-mail us to receive an exact fee quote for your event.

Program Content:

- ◆ Our training is customized at no additional charge.
- ◆ You can combine any of our training modules at no additional charge.
- ◆ Client approves program outline before delivery.
- ◆ First Impression Management, Inc. retains all title rights and interest to our material.

| Single Engagement | Half Day or Less | Full Day |
|-----------------------|------------------|----------|
| 1 – 12 Participants | \$2,900 | \$3,400 |
| 13 – 24 Participants | \$3,200 | \$4,000 |
| 25 – 50 Participants | \$3,600 | \$4,500 |
| 51 – 100 Participants | \$4,000 | \$5,500 |

Notes:

1. A deposit of 50% is required to reserve your date and to begin program customization.
2. The balance of 50% is due at the end of the presentation.
3. We provide you the handouts via PDF file for you to print, or we can print the handouts and charge you the cost.

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 and the Atlanta Journal-Constitution.

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