A Class Act
Utilizing Business Etiquette in Today’s Marketplace

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Could your Manners Stink?
Handshakes and Introductions

Four Points to a Handshake

• Eye Contact
• Web to Web
• Firm Grip
• Full Name
Speak to this one first

A Client

Someone with a title or higher rank

Speak to this one second

Anyone in your Company

Your contemporary or lower ranking

Speak to this one first

Older adult

Your friend

Speak to this one second

Contemporary or younger person

Your family member

Your family or younger member
Business Card Protocol

• Use a business card holder
treat your card with respect
  - Present with fingers in corners
    with print facing the recipient.
• Do review the card to clarify any questions

• Avoid writing on a card in the front of the giver
• Avoid giving recipient more than one card unless requested
• Store received cards in an organized manner

Technology Etiquette

• Email
• Social Media
• Texting
• Cell/Phone Etiquette
Email Etiquette

- Use standard writing protocol
- Subject Field/One Topic
- Summarize long discussions
- Appropriate group emails
- No chain letters, virus warning or jokes
- Use a signature that includes contact info.
- Prompt reply

Social Media

- Think before you post and ask yourself: “Would you say it to their face or your grandma?”
- Remember it is NOT private
- Avoid rants, complaining and arguments
- Be careful posting photos – not everyone wants to have their picture online
- Respond quickly to questions

“You are a liar and an @$$, and I hope it weighs on your conscious for a long time to come!”

“YIKES...SORRY friends, I just "shared" a photo of Barbie turning 50, but I did not focus on all of the contents of the photo. I apologize, I never post inappropriate photos, just did not notice everything!”
**Business Texting Etiquette**

- Keep texting to minimum – always best to call
- Never argue via text
- Always proofread texts before you send; check for autocorrects

**What Would You Do?**
Cell/Phone Etiquette

- Turn ringer off
- Utilize voicemail to determine call importance
- Find a private place to make calls
- Return calls promptly
- Use a moderate voice
- No visible phone in meetings and meals

Dining Etiquette Must Do’s

Tips
• Formal: take your seat when host sits
• Pull seat straight back and enter from the right
• Which water/coffee/bread is mine? Hint: BMW or “OK” symbols in lap
• Host or you offer food to your immediate left and then pass to right
• Salt and Pepper always passed together

The Napkin
• Napkin ring is removed and placed to left of plate above silver
• Should be placed in lap with the fold closest to your waist
• Use napkin frequently to dab corners of mouth
Dining Etiquette
Using and Communicating with Utensils

- American vs. Continental Style
- Once soiled, utensils never touch table again
- Take small bites
- Only cut one bite at a time
- Knife doesn’t saw; glides toward you repeatedly
- Butter bread on plate one bite at a time
- Dropped silver stays on the floor. Ask waiter to bring you a replacement

- Use napkin to remove anything from your mouth; not fingers
- Place napkin in your chair seat if you need to leave the table

More Utensil Signals

Resting Position:
- Used if you need to leave the table or engage in discussion
- Fork and Knife placed face down either at edge of plate or crossed at the smallest point

Finished Position:
- Fork and Knife placed face down and pointing to the 10 o’clock position
- Napkin is placed to the left of the plate when all service is complete
Dining Etiquette Tips & Tricks

Ordering Alcohol
- Only if host orders
- One at cocktail hour and one at dinner

Tipping
- 15% or more depending on setting and number in party
- Handle issues privately not by withholding tip

Check Please!
- In general, who does the asking is who pays
- Consider giving credit card info and tip percentage in advance so that the check never comes to the table
- Group Meal Among Peers: Consider evening out the bill or telling wait staff up front you need separate checks

Now You're Smelling like a Rose!
Questions?

The Manners Difference

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