



The Etiquette Advantage in Business



MODULE 6

Introductions

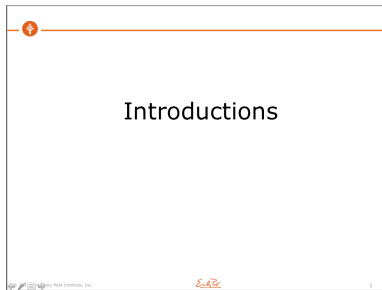


Image 1

SLIDE 1: INTRODUCTIONS

1. IMAGE 1: Title slide.
 - a. Introductions are your first opportunity to make a positive impression. How you handle the introduction says a lot about your confidence. CONFIDENCE is a key attribute of successful business people.

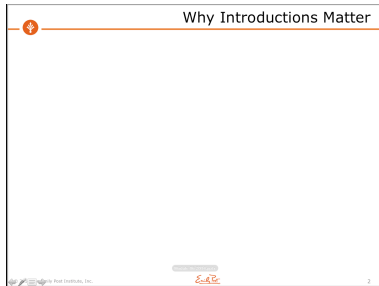


Image 1

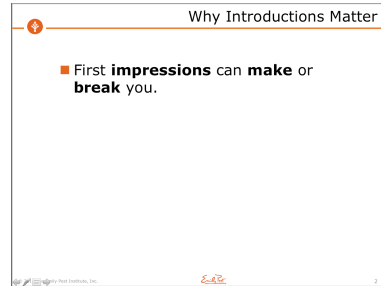


Image 2

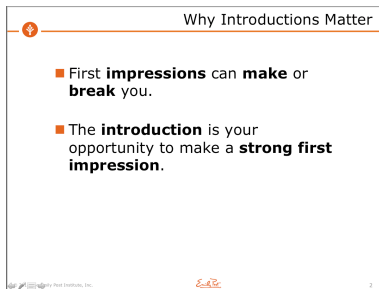


Image 3

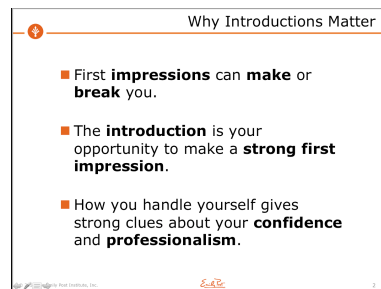


Image 4

SLIDE 2: WHY INTRODUCTIONS MATTER

1. IMAGE 1: Slide header.
2. IMAGE 2: First impressions make or break you.
 - a. When things are going smoothly all the attention and focus are on moving forward, on the content of your interaction.
 - b. Make a mistake and the focus immediately goes to the mistake.
 - c. Starting out on the wrong foot means you will be apologizing for yourself before you even begin to build a relationship.
3. IMAGE 3: Strong first impression.
 - a. By mastering introductions you begin an interaction by making a strong first impression.
4. IMAGE 4: Confidence and professionalism.
 - a. When the introduction is handled adeptly, the first impression is that you are a confident person. Your professionalism speaks for itself.

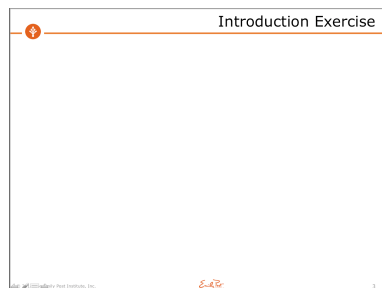


Image 1

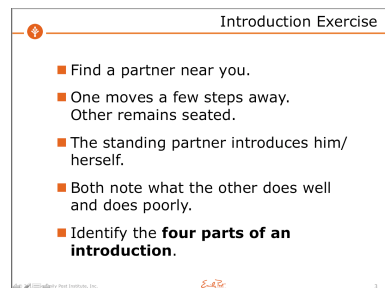


Image 2

SLIDE 3: INTRODUCTION EXERCISE

1. IMAGE 1: Slide header.
 - a. We're going to do an exercise.
2. IMAGE 2: The exercise:
 - a. Everyone will find a partner. Or count off the people in the room by ONEs and TWOs.
 - b. Have one person/partner stand and step away while the other remains seated. If you count off by ONEs and TWOs have the ONEs stand and move away.
 - c. When the exercise begins, the standing person walks to his/her partner and introduces himself/herself. It's important to do this as though they've never met the person before.
 - d. Both people should observe what the other does well and what needs improvement.
 - e. Both people should think about the four steps of an introduction.
 - f. After a few minutes have everybody return to their seats.



Image 1

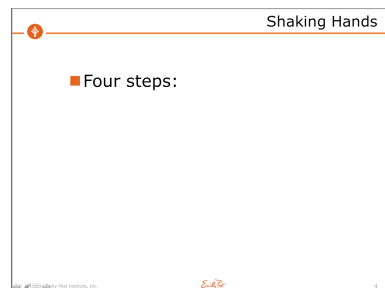


Image 2

SLIDE 4: SHAKING HANDS EXERCISE

1. IMAGE 1: Slide header.
 - a. Before looking at the parts of an introduction, let's analyze how everybody did at making an introduction.
 - b. Ask the seated partners what the standing partners did well.
 - c. Were there any areas for improvement?
 - d. Note the answers on the flip chart or board.
 - e. ASK the standing partners what the seated partners did well.
 - f. Were there any areas for improvement?
 - g. Note the answers on the flip chart or board.
2. IMAGE 2: The four steps to a good introduction:
 - a. ASK what participants believe are the important components of an introduction.

continued

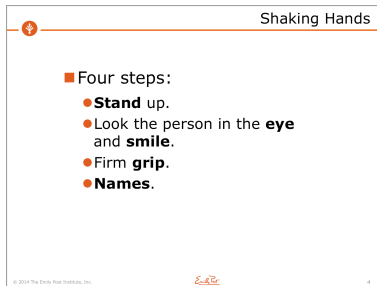


Image 3

SLIDE 4: SHAKING HANDS EXERCISE *continued*

3. IMAGE 3: REVEAL the four parts of an introduction and discuss them.
- a. Stand Up: Everybody—men and women—should stand if someone approaches you to do an introduction, especially in a business setting.
 - i. Exception: Don't expect an elderly woman to stand if it's not her custom. Simply shake her hand and continue with the introduction.
 - ii. Exception: If a person is in a wheelchair or can't get up. Simply shake the person's hand and continue with the introduction. Don't loom over a seated person.
 - b. Look the person in the eyes and smile.
 - i. Smiles make people feel welcome, so smile.
 - ii. Too many people enter an introduction and never look the other person in the eyes. It connotes a lack of confidence.
 - c. Firm handshake.
 - i. Not a limp-wrist, dead-fish, or a bone-crusher.
 - ii. Procedure:
 1. Place the "V" between thumb and forefinger of your right hand into the "V" between the thumb and forefinger of the other person's right hand.
 2. Shake up and down, two or three times.
 3. Release.
 - iii. Avoid:
 1. The two-handed handshake. You're not my best friend. I'm just meeting you.
 2. Hugs and kisses unless you know the person very well and are absolutely sure they won't be uncomfortable. Hugs and kisses are not recommended in a business setting in the U.S.
 - d. Say your name and repeat the other person's name
 - i. The best way to remember a name is to use it.
 - ii. Repeat their name.
 - iii. Use their name the first time you address them to help reinforce the memory of the name.

continued

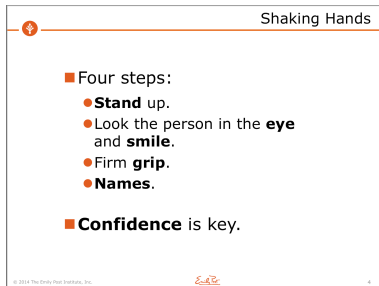


Image 4

SLIDE 4: SHAKING HANDS EXERCISE *continued*

4. IMAGE 4: Confidence is key.
- When you know what to do, you can focus on the person rather than worrying about making a mistake.
 - Knowing what to do will make you a more confident person.
 - Confidence is important because it creates a positive first impression.
 - First impressions matter.
 - It's better to start out on the right foot than have to apologize and recover.
 - People like to interact with and do business with people who are confident.

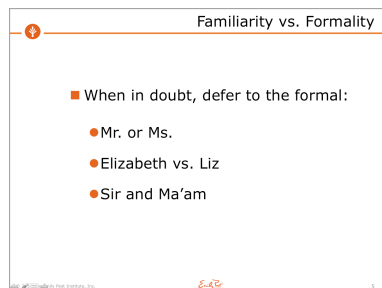


Image 1

SLIDE 5: FAMILIARITY VS. FORMALITY

1. IMAGE 1: Formal vs. familiar.

- a. If there is any doubt at all about how you address a person, use the formal Mr. or Ms. in business.
- b. It is much easier to shift from the formal to first names than it is to revert from a familiar first name basis to the formal.
- c. Be careful of the use, or over use, of Sir and Ma'am.
 - i. The use of Sir and Ma'am differs from region to region of the United States.
 - ii. In the south Sir and Ma'am are expected forms of address while in the north, especially on the east and west coasts, their use is far less prevalent.
 - iii. People who have been trained in the military also tend to use Sir and Ma'am automatically.



Image 1

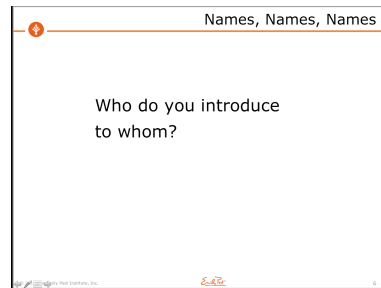


Image 2

SLIDE 6: NAMES, NAMES, NAMES

1. IMAGE 1: Slide header.
 - a. Some people worry: Who to introduce to whom.
 - b. Don't let your concern stop you from making the introduction.
 - c. Who you introduce to whom isn't nearly as important as the fact that you made the introduction.
2. IMAGE 2: Who to introduce to whom.
 - a. Books used to be filled with examples of who to introduce to whom.
 - i. Nobody wants to memorize lists.
 - ii. There will always be exceptions to the list.



Image 1

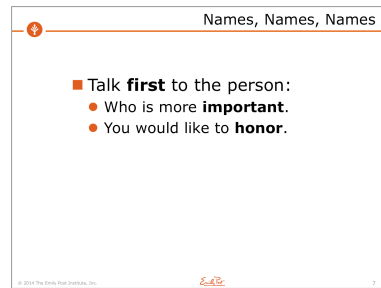


Image 2

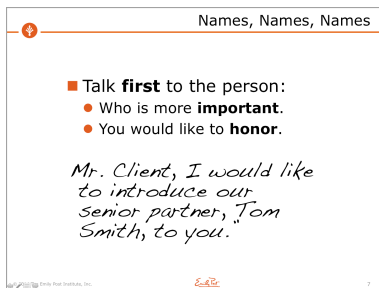


Image 3

SLIDE 7: NAMES, NAMES, NAMES

1. IMAGE 1: Slide header.
2. IMAGE 2: Simply decide who is more important and talk to that person first.
 - a. To the client first: "Mr. Client, I would like to introduce you to my boss, Ms. Manager." To the boss: "Ms. Manager, this is Mr. Client, the new client I have been telling you about."
 - b. To grandmother first: "Grandmother, I'd like to introduce my friend, Ben, to you." Then to your friend Ben: "Ben, this is my grandmother, Mrs. Smith."
3. NOTE: Ben was introduced to "Mrs. Smith," an indication of what he should call his friend's grandmother.
4. IMAGE 3: READ example.



Image 1

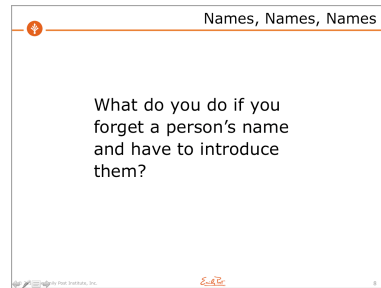


Image 2

SLIDE 8: NAMES, NAMES, NAMES

1. IMAGE 1: Slide header.
 - a. One of the most embarrassing situations is when you can't remember a person's name and you need to make an introduction.
2. IMAGE 2: DISCUSS: What do you do?
 - a. There are thee steps to dealing with the situation.



Image 1

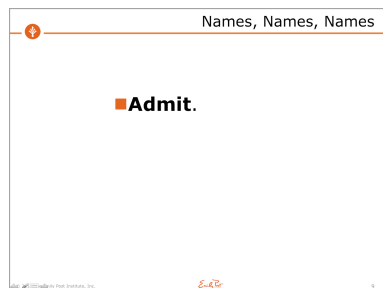


Image 2



Image 3

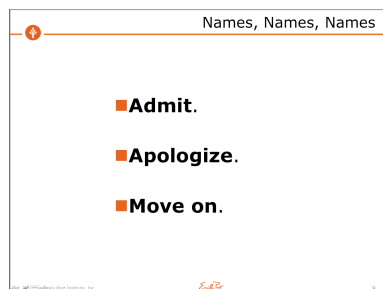


Image 4

SLIDE 9: NAMES, NAMES, NAMES

1. IMAGE 1: Slide header.
2. IMAGE 2: Admission.
 - a. Admit your predicament and ask the person for their name.
 - i. Everyone has been in this position.
 - ii. If you ask, the person will help you out.
 - iii. If you don't ask and you don't do the introduction, they will know. It makes an awkward situation for everyone, so you haven't gotten away with anything.
 - b. Possible options:
 - i. Have a signal you can use with an administrative assistant, friend, or significant other to indicate you don't remember a name and need their help: touching your ear, nose, or chin.
 - ii. If you know one of the people, turn to him and say, "Bill, have you met?" Hopefully, Bill picks up the ball and does the introduction.
 - iii. If you don't know either of them, look at the person you've been talking to and say, "Have you two met?" and then hope that person picks up the cue and does a self-introduction.
3. IMAGE 3: Apologize if you admit your predicament.
 - a. People are very willing to forgive and forget when a person apologizes. As you ask the person for their name, apologize.
4. IMAGE 4: Move on.
 - a. Once you've apologized and done the introduction, don't dwell on your embarrassment. Let the conversation move on to a different topic.
 - b. Tricks for remembering names:
 - i. Prepare ahead of time. Review names of attendees before going to an event or meeting.
 - ii. Try to associate a name with a song or a phrase.
 - iii. Repeat the person's name back to him when you are introduced to help imprint the name in your memory.



Image 1

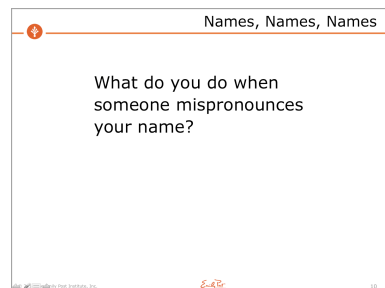


Image 2

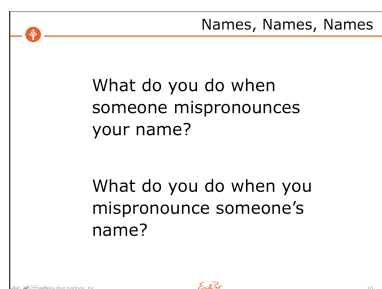


Image 3

SLIDE 10: NAMES, NAMES, NAMES

1. IMAGE 1: Slide header.
 - a. One of the most embarrassing situations is when you mispronounce a person's name as you make an introduction.
2. IMAGE 2: DISCUSS: What do you do?
 - a. Correct the mistake as soon as it happens.
 - i. Don't allow a person to repeat the mistake several times before correcting the problem.
 - ii. It would be awkward for the person to hear from someone else later that he or she had been mispronouncing your name.
 - b. "Nice to meet you. By the way my name is pronounced Blum, as in plum."
3. IMAGE 3: DISCUSS: What do you do?
 - a. There are three steps to dealing with the situation. Go to Slide 11.

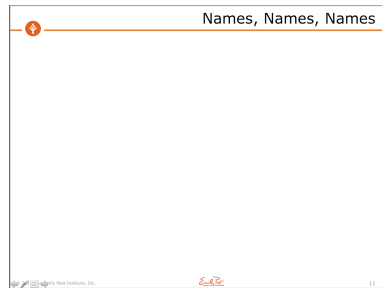


Image 1

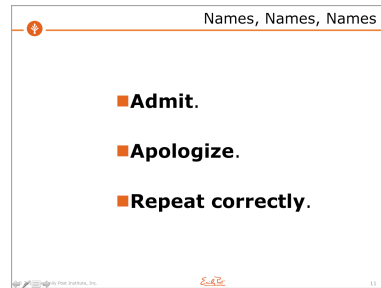


Image 2

SLIDE 11: NAMES, NAMES, NAMES

1. IMAGE 1: Slide header.
2. IMAGE 2: Three steps to recovery from the mistake:
 - a. Take responsibility. Admit your mistake. And then...
 - b. Apologize for your mistake and don't try to make an excuse. Just apologize.
 - c. Repeat the name correctly as you make the introduction.

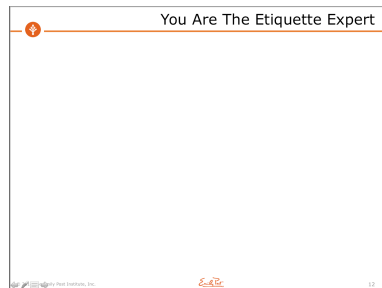


Image 1

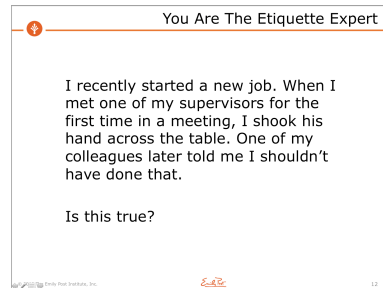


Image 2

SLIDE 12: ETIQUETTE EXPERT QUESTION

1. IMAGE 1: Slide header.
2. IMAGE 2: READ the question.
 - a. Reaching across a table to shake hands should be avoided in most situations. Try moving around the table to shake hands so your hands are not in front of another person's face.
 - b. When this might be difficult, as when a person is sitting at the far end of a booth, you can forgo the handshake. Instead nod as you greet the person and express how pleasant it is to see them or meet them. You can try to shake hands later, at a more opportune time.



Image 1

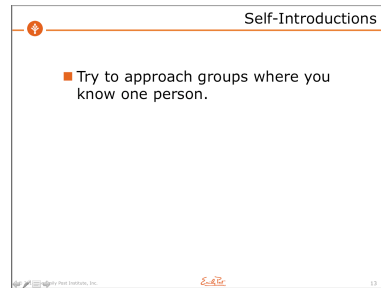


Image 2

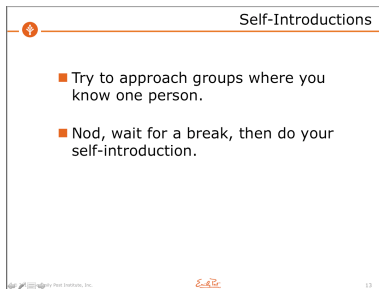


Image 3

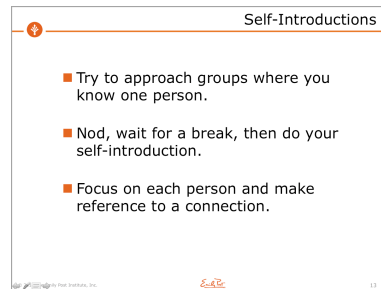


Image 4

SLIDE 13: SELF-INTRODUCTIONS

1. NOTE: This slide also appears in MODULE 7
2. IMAGE 1: Slide header.
 - a. Approaching, meeting, and talking to strangers are common occurrences at the office, at a client's location, or at a business social event.
3. IMAGE 2: Approaching strangers.
 - a. Remember, most business social events are structured as meet and greets so attendees are expecting to have people introduce themselves.
 - b. It's always easier to approach people who are conversing if you know one of them.
4. IMAGE 3: Look at the person, nod, and wait for a slight break in the conversation and say hello to him.
 - a. Put your hand out to shake hands.
 - b. It's very hard for a person not to acknowledge you by shaking hands if you offer your hand.
5. IMAGE 4: As introductions are made.
 - a. Be sure to focus on each person, listen for their name, and try to remember something about them that helps you remember their name.



Image 1

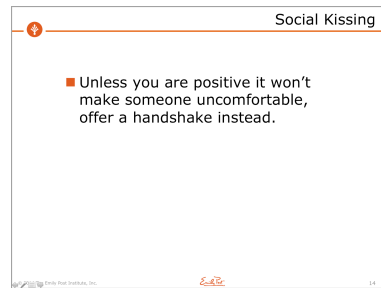


Image 2

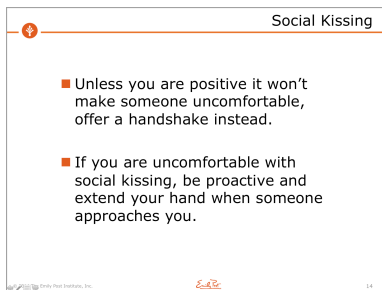


Image 3

SLIDE 14: SOCIAL KISSING

1. IMAGE 1: Slide header. The social kiss has become more accepted in non-business situations. But in business settings it is still to be avoided in almost all situations.
2. IMAGE 2: The handshake is still the preferred method of introduction. Even when greeting friends, the kiss can be awkward and embarrassing depending on who else is present.
3. IMAGE 3: If a person approaches and starts reaching in for a hug or kiss, you can stop the hug or kiss from happening with your body language and action. As the person approaches, put your hand out for a handshake. As the person grasps your hand, hold your arm extended. Your firmness in this action will stop the person from closing in for a hug or kiss.

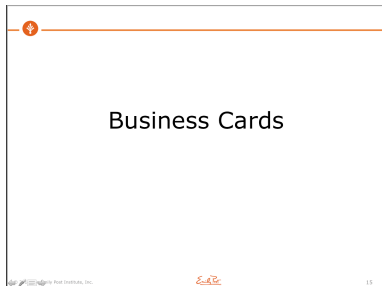


Image 1

SLIDE 15: BUSINESS CARDS

1. IMAGE 1: Title slide.

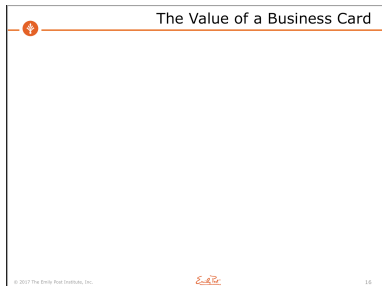


Image 1

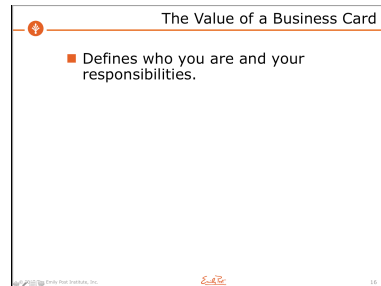


Image 2

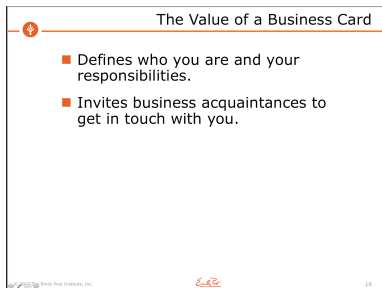


Image 3

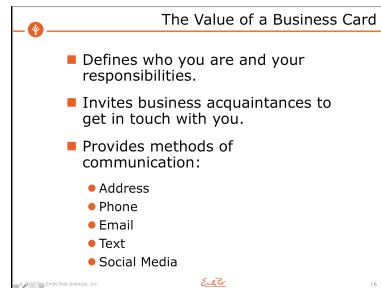


Image 4

SLIDE 16: THE VALUE OF A BUSINESS CARD

1. IMAGE 1: Slide header. Why are business cards important?
 - a. Three reasons for having a business card available.
2. IMAGE 2: Business cards establish your position and credentials without you having to explain them.
3. IMAGE 3: By presenting your card to a person, you are giving that person permission to contact you.
4. IMAGE 4: It provides your contact information to a prospect, client, or colleague. It's a matter of convenience so the person doesn't have to search out how to contact you in the future. Do always list a physical address plus any other contact methods that are relevant for you.



Image 1

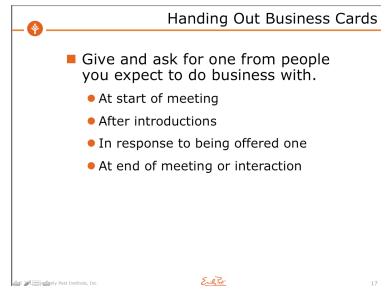


Image 2

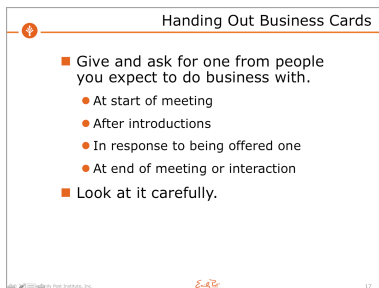


Image 3

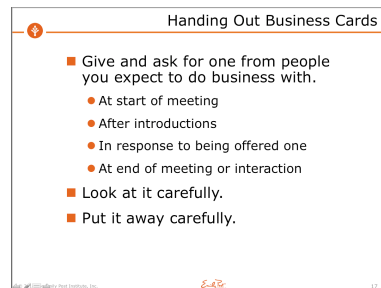


Image 4

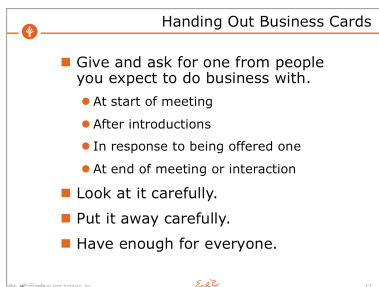


Image 5

SLIDE 17: HANDING OUT BUSINESS CARDS AT A MEETING

1. IMAGE 1: Some people, especially in the United States, treat business cards very cavalierly. A business card is an extension of a person's image and should be treated with the same respect you offer the person.
2. IMAGE 2: When to exchange business cards.
 - a. Exchange business cards at the start of a meeting. They are helpful for learning and remembering peoples' names. You can even place the cards in front of you on the table in the same relative position as where people are seated at the table. This creates a quick reference guide to remembering peoples' names.
 - b. If you meet someone outside of a meeting, offer them your card at the end of the introduction.
 - c. Anytime a person offers you their card, reciprocate by offering yours to them as well.
 - d. If cards haven't been exchanged sooner, be sure to exchange them at the end of the meeting or get-together.
3. IMAGE 3: When you receive a card, take a moment to look at it before putting it away. You show respect to the person by making the effort to look at it.
4. IMAGE 4: Don't shove it in a back pocket or just drop it in a purse. Put it away carefully to continue to show respect for the person who gave it to you.
5. IMAGE 5: Always have enough cards on hand to give out to people you will be meeting or may meet unexpectedly.

