



# Business Etiquette Training and Professional Skills



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In a world where image is everything, business etiquette and professional skills are the ultimate tools your team needs to outshine the competition. Etiquette intelligence can help your team make a favorable impression in and out of the office environment. Whether your team is networking, hosting a client dinner, pursuing business development, or speaking to the media, business etiquette and professional skills set the foundation for success.

Maxine McBride, President of Clockwork Marketing Services, is a regular guest columnist on etiquette-related topics. Ms. McBride also presents to companies and individuals on the fine art of business etiquette.



*“Maxine’s grasp of social graces combined with professional delivery makes for a powerful presentation. I am convinced that her presentations on etiquette have made our young professionals more confident in navigating networking events and social functions; creating a stronger image of Deutsche Bank in the community.”*

Ben Neal  
Regional Communications – Americas  
Deutsche Bank

*“Maxine McBride is one of those speakers who holds your attention from start to finish and packs useful info into every sentence. Her seminars appeal to a broad range of skill levels and can be targeted for a specific audience.”*

Claudia Werner  
Executive Director  
Cystic Fibrosis Foundation



## **The Fundamentals of Business Etiquette** ***Master the New Rules of Today's Business World***

Business etiquette skills don't come naturally, they often need to be learned. Everyone from the recent college graduate to the professional with years of experience will benefit from this Fundamentals of Business Etiquette seminar.

### **Total Quality in the Business Arena**

- Cell phones, Blackberries, and email at the office
- Mastering telephone, voicemail and speakerphone skills
- How to shine at business meetings
- Co-worker kindness
- Navigating the cubicle jungle

### **Networking with Style**

#### **Work a Room with Confidence**

- Preparation is key
- First impressions and how to make an entrance
- Do's and don'ts at the bar and buffet
- Make your presence known
- Handshaking – the ultimate greeting
- Conversation and listening skills
- Beginning and ending a conversation
- Business card savvy

#### **Making Proper Introductions**

- Introducing yourself and others
- Formula for proper introductions

#### **Remembering Names**

- Tips to help with name recall

#### **Follow Up**

- Turning new acquaintances into new business



## **Mixing Business with Pleasure *Navigating Work-Related Social Functions with Style***

This seminar was designed for the professional who also attends social events for networking purposes. These events are tricky and the lines between business and pleasure can sometimes get blurred. Learn tips and tricks for enjoying and benefiting from social functions, while always being a stand-out professional.

### **Breakfast, Lunch and Dinner Events**

- When to arrive
- Table setting 101
- Keep the conversation going

### **The After Hours Networking Event – (hint) It's NOT a Party**

- When to arrive and when to leave
- The bar and buffet
- Conversation starters (and enders)

### **The Young Professional Event**

- Your rep – keep it clean
- Know your limits
- Is it cheesy to pass out my card?

### **The Company Party**

- What to wear (and what NOT to wear)
- Leave the lampshade at home
- Be thankful



## The Office Holiday Party *Shine Like a Star*

The office holiday party is a wonderful opportunity for your team to celebrate a successful year. However, it is not a time to party hard and let loose. This seminar will emphasize the professional aspects of the office holiday party and provide some valuable mingling and networking tips so your team can celebrate in style.

### **The Basics**

- Do you have to attend?
- The definition of “party”
- When in doubt....

### **What to Wear (and What NOT to Wear)**

- Attire do's for men and women
- Attire don'ts for men and women
- The role of fuzzy reindeer antlers

### **The Bar and Buffet**

- Tips for navigating the buffet
- Tricky foods – a few graceful pointers
- To drink, or not to drink?

### **The Art of Mingling**

- Working the room with confidence
- Small talk and cocktail conversation
- Gracefully ending a conversation
- The hidden opportunities



## **Dining with Confidence**

### ***The Fundamentals of Business Dining***

From the networking luncheon to the client dinner, business dining is part of many professional roles and offers a unique opportunity to engage with coworkers, clients and prospects. This seminar focuses on the fine art of business dining. Do you know who pays, where to sit and what to order? Learn the unspoken rules for corporate lunches, dinners and parties.

#### **The Business Lunch or Dinner**

- Choosing a location
- Bringing guests
- Who pays?
- “Work talk”
- To drink, or not to drink?

#### **Dining Finesse**

- Seating yourself and exiting the table
- Navigating the table setting
- The unspoken “rules”
- Buffet-style meals
- Which direction to pass
- Napkin placement 101

#### **Tricky Foods**

- Toothpicks, olive pits and fish bones – oh my! Gracefully managing those tricky foods.

#### **General Rules**

- Make every dining experience flawless and comfortable



## **Communication Skills**

### ***Email, Cell Phones , Body Language and The Written Word – Communicate Effectively***

From cell phones, to email and even body language – you say more than you know. Learn how to manage today's various methods of communication while maintaining your professional edge.

#### **Communication Etiquette – Cell Phones, Blackberries and Email**

- Read, reread, spell check
- Formatting business communication
- Email manners – receiving, sending and copying
- Cell Phones and Blackberries – at work, in public and meetings
- Telephones, speakerphone and voicemail pointers

#### **The Power of Body Language**

- Facial expressions
- The seven universal emotions
- The language of the body
- Yes, no and maybe gestures

#### **The Art of the Thank You Note**

- Handwritten vs. email
- How to begin...
- It's all about timing



## **Dress for Success**

### ***Look Your Best in Today's Business World***

When did business casual become just plain casual? The clothes truly do make the man – and woman. This seminar will reintroduce the standards for professional attire, with an emphasis on professionalism. Mindful of budgets and personal style, we will coach your team on ways to create a variety of professional looks – ranging from Casual Friday to the Big Client Meeting and everything in between.

#### **Dress For Respect**

- First impressions
- Six reasons professionals don't dress professionally
- How your attire affects your professional image
- Every day is an interview

#### **The Fundamentals of Professional Attire**

- Know the “too's”
- Gender guidelines – what to wear for men and women
- The ROI Wardrobe
- Dress for your calendar – from a meeting with your boss to Casual Friday

#### **The Finishing Touches**

- Your tailor is your friend
- Ask for advice
- Accessories



## **Meeting Know-How and Presentation Skills** ***You Never Get a Second Chance to Make a First Impression***

Professionals today spend hours each week in meetings. Meetings can be an effective use of time, or a complete waste of time. This seminar focuses on making the most of this idea-sharing and productive business activity. The off-site meeting and phone/video conferencing is also highlighted in this program.

### **Meetings – The Ultimate “Face Time”**

- Never show up on time
- Preparation is key
- Uh oh, is that my cell phone ringing?
- Location, location, location
- Contribute, don't dominate
- Homework

### **Off-Site Meetings – Get Out of Your Comfort Zone**

- Know your venue
- A little extra preparation
- Making a great impression in any environment

### **Meetings 2.0 - Phone Meetings and Video Conferencing**

- Can you hear me now?
- The well-planned agenda
- Appearance counts

### **Presentation Skills Anyone Can Master**

- Know your stuff
- Tips for calming your nerves
- Speaking confidently
- Practice, practice, practice
- Timing is everything



## **Executive Coaching** ***Network Your Way to New Business***

Networking, done strategically, is one of the most effective business development tools. This seminar focuses on the executive team and turning networking leads into clients. The team will learn practical skills to feel confident whether working a 200-person event, a 20-guest cocktail party, or hosting a business dinner.

### **The Networking Event**

#### **Strategize**

- Identify your target market
- Industry events vs. target market events
- Who should attend?

#### **Do Your Homework**

- Researching the event/organization
- Goal-setting
- Pre-event preparation

#### **Work a Room with Confidence**

- Preparation
- First impressions and how to make an entrance with style
- Do's and Don'ts at the bar and buffet
- Make your presence known
- Small talk
- Beginning and ending a conversation
- Business card savvy

#### **Making Proper Introductions**

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- Introducing others
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#### **Remembering Names**

- Tips to help with name recall

#### **Shaking Hands**

- The three F's for a great handshake
- The correct handshake
- When to shake hands

## **Hosting an Event and Business Entertaining**

### **Strategy**

- Choosing the right event
- The mix – your team and your guests
- The invitation
- Timing
- The confirmation

### **At the Event**

- Finding your guests
- Who sits where?
- Conversation tips
- The finer points

### **The Follow Up**

- Creating a follow up system that works
- Creating accountability

### **The Business Lunch or Dinner**

- The role of the host
- Choosing a location
- Bringing guests
- Who pays?
- “Work talk”
- Drinking

### **Dining Finesse**

- Seating yourself
- Exiting the table
- Posture
- Which glass is yours

### **Napkins and Flatware**

- Napkin placement
- Navigating utensils
- Proper utensil handling

**Leaving your guests with a wonderful impression of you and your company**



## **Executive Coaching and Planning for Success**

### ***Get Your Team on the Same Path to Success***

This guided roundtable discussion will bring together your company's executives, team and leadership for a candid discussion about your company's mission, goals, products and services, and focus for the future.

- Define Your Company
- Target Market
- Short and Long Term Objectives
- The Competition
- Your Reputation
- Marketing
- Challenges
- Opportunities
- Community Presence
- Geographic Focus



## **Media Spokesperson Training** ***Stay On Message in Any Situation***

When a reporter calls to interview you, everything you say is subject to interpretation. If he or she doesn't fully understand the subject or is writing an article from a negative point of view, the words you say may be edited by the reporter and printed – and the printed word lives forever. Have you ever been interviewed only to find that what you said was “completely taken out of context?”

### **First Things First**

- Preparation
- How to interview the reporter

### **Your Key Message**

- Developing your main message points
- How to stay on message and follow YOUR agenda

### **Print vs. Broadcast Media**

- Your television presence
- What Not to Say

### **The Fine Print**

- Questions you should never answer
- What your team needs to know