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Chapter Name: Business etiquette

Today's Agenda

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2. Business etiquette
3. Personal appearance
4. Business meetings
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1 What is etiquette?



Etiquette is the code of unwritten expectations that govern social behavior. It concerns the ways in which people interact with each other and show their respect for other people by conforming the norms of society.

Need for Etiquette

- Etiquette makes you a cultured individual who leaves his mark wherever he goes.
- It teaches you the way to talk, walk and most importantly behave in the society.
- Etiquette is essential for an everlasting first impression. The way you interact with your superiors, parents, fellow workers, friends speak a lot about your personality and up- bringing.
- Etiquettes enables the individuals to earn respect and appreciation in the society. No one would feel like talking to a person who does not know how to speak or behave in the society. Etiquette inculcates a feeling of trust and loyalty in the individuals. One becomes more responsible and mature. Etiquette helps individuals to value relationships.

2 Business etiquette



Business etiquette refers to the requirements and expectations of social and business behavior, practices and conduct that are prescribed by social convention, and a code of ethical behavior among professionals.



3 Personal appearance

- Good grooming is an essential aspect of how one presents oneself in a business environment.
- Trimmed hair and neat clothing help us to look and feel good and, thus, perform to the best of our ability. First impressions are created on the basis of clothes that one wears.
- Making oneself presentable is the key to corporate grooming. What is important here is to understand that it does not mean wearing expensive designer clothes but selecting clothes according to the culture, weather, occasion, personality and physique.

3 Personal appearance

Do's

- Suit in conservative colour
- Shirts in pinstripes or solid colours
- Polished formal leather shoes of simple design
- Belt should match shoes
- Quality pen/wallet/briefcase
- Socks matching trousers



Don'ts

- Dirty collars
- Bulging pockets
- Missing buttons
- Dirty foul smelling/ short socks
- Ear rings, bracelets or tattoos
- Ear/nose hair

Do's and Don'ts for men

3 Personal appearance

Do's

- Hair neatly combed and away from eyes
- Subtle make-up
- Limited matching accessories
- Conservative dress according to organizational culture
- Black well-polished shoes/sandals with 1 to 1½ inch heels



Don'ts

- Multi-ear/body piercing
- Low cuts
- Loud colours
- Heavy make-up
- Heavy jewellery

Do's and Don'ts for women

4 Business meetings



A business meeting is a gathering of professionals who come together to discuss operations, address changes or celebrate the success of an organization.

- There should never be a 'need' to be at the best behaviour since behaviour has to be integrated with one's personality.
- When we meet a person in a professional set-up, we do not have any idea about the background, likes and dislikes, personality, attitude and general areas of interest of that person. However, before meeting anyone, it is important to have some information about the person.
- When the meeting with the company is pre-arranged, one needs to visit its website so as to appear informed of the latest developments and achievements of the company.

4 Business meetings

- Punctuality is the key at meetings. Keeping a person waiting not only signifies lack of discipline but is also considered rude in certain cultures. Hence, arrive well in time for the appointment
- One should meet the secretary and give the name and designation very clearly. One should always carry enough visiting cards while going for a meeting
- While waiting, one can go through the company brochures, leaflets and any such marketing paraphernalia on display
- Similarly, using mobiles is permitted, but should be discreet and not loud
- Asking the way around the office is always better than moving around on one's own

5 Introductions

Introducing oneself properly shows one's confidence and professional competence. The self-introduction needs to be a fifteen-to thirty-second description of who one is and what one does. A brief introduction, therefore, is an opportunity to subtly promote oneself, one's work and organization.

- Introduce a younger person to an older person; a non-official person to an official person; and the junior to the senior
- It is important to include the person's rank and title while addressing the person
- If one forgets someone's name, apologize politely and admit it

6 Exchanging business cards



What is a business card?

A business card is the first graphic statement we make about ourselves and our business when we hand it to others.

6 Exchanging business cards

A few general etiquette of business card exchange that is followed all over the world can be summarised as follows:

- Business cards should always be printed on good-quality paper.
- Since business cards are an internationally accepted means of providing the necessary personal details to a business acquaintance, a good number of them should be carried during a business trip.
- Cards are exchanged either at the beginning or at the end of the meeting.
- Whenever a card is received, make it a habit to read the business card. This indicates paying proper importance to the person who hands one the card.
- While travelling to some foreign country where English is not the primary business language, it is advisable to get the back of the business cards printed in the local language. It is also expected that while handing over the business card to someone, the side with the foreign language version is kept on the top.
- Business cards are exchanged only after both the parties express their interest to be in contact with each other and should not be thrust upon anyone.

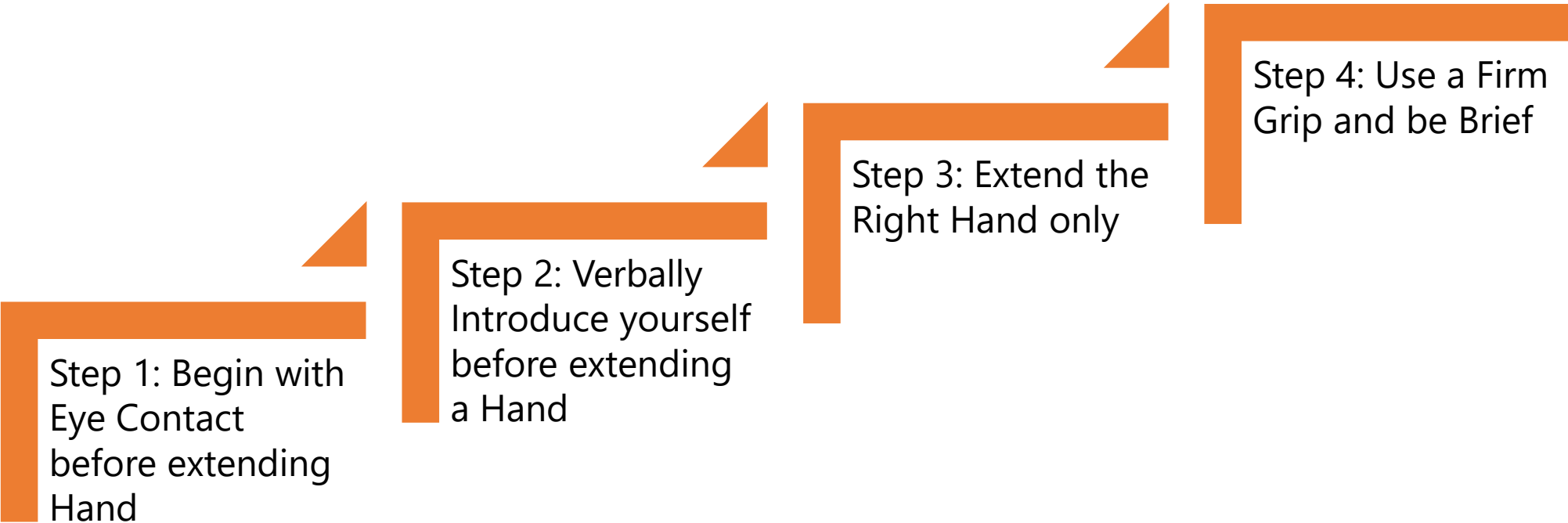
7 Business greetings

- All cultures have customary gestures signifying greeting and commencement of a relationship. A handshake is more than just a formality. It is the intermixing of non-verbal cues with verbal communication.
- A proper handshake sets the overall tone for a meeting and speaks volumes about one's character, ability and business acumen. An immediate bond develops from the touch of a hand and sets the tone for conversation and future business association, leading to a productive relationship.



7 Business greetings

Four Simple Steps for a Proper Handshake



Step 1: Begin with Eye Contact before extending Hand

Step 2: Verbally Introduce yourself before extending a Hand

Step 3: Extend the Right Hand only

Step 4: Use a Firm Grip and be Brief

7 Business greetings

A proper handshake

- Must be firm and brief
- Requires offer of entire hand, web-to-web
- May be pumped once or twice from the elbow
- Lasts for about three seconds
- To be released after the shake, even if the introduction continues

8 Telephone etiquette

- Always Speak Clearly
- Be a good listener than a speaker
- Have Patience
- Ask Permission Before Placing a Call on Hold
- Always greet the caller in a friendly way
- Have a pen and paper handy all the time.
- Do not eat or drink
- Always put your phone on vibrate while in a meeting or when addressing a client
- Always return phone calls

9 Gift giving etiquette

- When giving gifts, you should aim to spend an amount that you are comfortable with, not one that you assume another person is spending.
- Make sure you understand the traditions and norms of anyone to whom you plan to give a gift so that you do not offend or embarrass them.
- A general rule is that you don't have to give a gift to everyone in a group. But you should do so discreetly in order to not make others feel excluded.
- If you receive a gift, even if you don't give one in return, always show your appreciation, regardless of whether you like the gift or not.

10 Dining etiquette

- Wait for all parties to arrive before beginning any part of the meal
- Decide on the menu selections quickly
- Order medium-priced food
- When everyone is seated, gently unfold the napkin and place it on the lap, fold it half with the fold towards one's waist
- Hold the wine glass by the stem for whites and by the bowl for reds
- Take cues from the host--if in doubt, observe and follow
- Do not place any bag, purse, sunglasses, cell phone or briefcase on the table
- Keep cutlery and utensils in the same order as they appear on the table
- Eat at a moderate speed• Try to maintain some polite dinner conversation
- Have proper posture. Keep elbows off the table
- If leaving the table, place a napkin in the chair. When not eating, keep one's hands on the lap of resting on the table
- The host or person who has issued invitation pays (regardless of gender)

11 Conduct at workplace

Following are some points one must remember in order to maintain a good conduct at the workplace:

- Observe the culture of the company. Understand hierarchies and respect them. If senior members of the organisation are addressed as Sir/Ma'am, then follow that and avoid being casual
- Do not hesitate in helping one's colleagues. If someone is new in the organisation and asks for help, do help them regarding the work. However, overburdening oneself must be avoided
- Compliment one's colleagues and appreciate them whenever necessary. It helps in maintaining a positive environment in the office
- Do not criticise one's organisation under any circumstance. Even while empathising with a colleague, restrain from blaming anyone else in the office
- Do not participate in gossip or speaking negatively about any colleague. More than the person being talked about, it reflects negatively on the person who is talking
- Conflicts should be handled carefully, and any professional conflict should not be taken personally.
- Avoid discussing controversial topics like politics and sport that do not add value to the workplace, but cause conflicts

11 Conduct at workplace

- One should be careful while talking to colleagues and restrain from using any discriminatory language or stereotyping, for instance, mocking someone for their sexual preference
- Observe the basic etiquette followed by other members of the organisation regarding eating at desk or answering phone calls, standing when someone walks in etc
- Take criticism positively, and maintain a good relation with the boss as it impacts the job as well as career