

What enhances the public image of an organization?

THE ETIQUETTE THEY DISPLAY

No matter your business, it must have a critical component of winning clients. Success in business is attributed to 85% people skills based on your behavior, ethics, and demeanor.

Using the wrong body position, mannerisms, tone, or eye glance by your staff, can be detrimental to your business and no matter how great your product or service is, they won't close the deal if they can't first sell themselves. They are judged on their appearance and the way they carry themselves. Through subtle social signals, the business person "without presence" will lose out and never know why.

Organizations achieve their polished status owing to their Staff displaying courteous behaviour, steeped in etiquette and manners



COURTESY, MANNERS & ETIQUETTE

*A practical programme designed and formulated by
Bellarmino D'Mello*

Benefits to your organization?

- Provide a classy aura for your Company
- Your clients will be impressed
- Impressed clients means repeat business
- Excellent rapport with your clients
- Your staff will feel confident and possess a winning attitude
- Inculcate good manners thereby improve intra-company relationships
- Give them ease, confidence and poise in business & social situation
- Ensure that their communication is received positively
- Thereby become perfect ladies and gentlemen

Benefits to your Staff

Why this programme (and not any other) ?

1. The Programme Conductor:

Has many years of experience in management training

Constantly practices etiquette and manners

Steeped in practical experience

Examples of the application of etiquette and manners by real indian Executives

2. The programme consists of:

Principles of Etiquette

Powerful First Impressions

Interviewing Etiquette

Proper Introductions and Handshakes



Etiquette in the Office

Business Card Protocol

Professional Image & Presence

Dress For Success - Psychology of Color and Colors to Wear

Communication Skills and Style

Do's and Don'ts of Body Language

Networking Techniques

Business Dining Manners



Gender Neutral Etiquette Tips

The Art of Thank You!

GENERAL OVERVIEW

Interviewing Etiquette	<ul style="list-style-type: none"> • Who is the perfect candidate for the job • Pre-interview courtesy • The interview • Post interview 	
Etiquette in the Office	<ul style="list-style-type: none"> • Office “citizenship” • Meeting and greeting people • The hand-shake technique • Art of introducing people 	<ul style="list-style-type: none"> • Exchanging business cards • Making a good impression • Body language • Cubicle etiquette
Phone etiquette	<ul style="list-style-type: none"> • Five telephone etiquette tips • Ways to sound as good as you really are • Dos and don’ts in using a telephone • Mental P.I.C.T.U.R.E. • Keys to good listening 	<ul style="list-style-type: none"> • Creating a good first impression • Putting callers on hold • Transferring a caller • Last impressions
Dress etiquette	<ul style="list-style-type: none"> • Dress for success • What to wear • What NOT to wear 	
Internet manners	<ul style="list-style-type: none"> • Formality and informality • What is rude and annoying • The five commandments 	
Dining etiquette	<ul style="list-style-type: none"> • Layout of the table – typical place setting • Use of napkins • Starting the meal • Passing the food 	<ul style="list-style-type: none"> • Managing bread, rolls, soup, etc. • Dos and don’ts • When finished • Drinks
Courtesy and manners	<ul style="list-style-type: none"> • Entrance manners • Basic courtesy • Speaking courtesy • Politeness • Other-centric manners • Human relationship 	

Overview of the programme

First Session Duration: one hour (09.00 hrs to 10.00 hrs)	Importance of etiquette An attitudinal modification essential to understand the importance of courtesy, manners and etiquette thereby readily accept the rest of the programme
Second session Duration: one hour (10.30 hrs to 11.30 hrs)	Interview Etiquette This session is aimed at the interaction faced at sometime within the organization where the person begins the application of courtesy, manners and etiquette
Third session Duration: two hour (11.30 hrs to 13.30 hrs)	Office Etiquette & Internet Etiquette This session ensures that the participants imbibe courtesy, manners and etiquette applicable in the Office and when using the Internet. Practice sessions are included
Fourth session Duration: one & half hour (14.30 hrs to 16.00 hrs)	Telephone Etiquette This session ensure that the participants imbibes courtesy, manners and etiquette applicable in telephonic communication Practice sessions are included
Fifth session Duration: one hour (16.00 hrs to 17.00 hrs)	Dress Code This session demonstrates the importance of, and how and when to follow the dress code. An interactive session that provides time for questions and answers
Sixth session Duration: one hour (09.00 hrs to 10.00 hrs)	Basic Courtesy This interactive session ensures the participants imbibe the use of basic courtesy and general manners. Practice sessions are included
Seventh session Duration: three hour (10.00 hrs to 13.00 hrs)	Dining Etiquette This session covers various aspects of dining etiquette, with examples and practice session Demonstration and interaction are the vital ingredients
Eighth session Duration: three hour (14.00 hrs to 17.00 hrs)	Practice session and trick questions This session drills the earlier concepts by testing the participants using questions on real-life examples. Role plays are enacted by involving the participation of the delegates

Duration and cost of programme

- The programme will be conducted for **two consecutive full days**
- Maximum participation: **20 to 30 persons**. (Optimum 25)
- The cost will be **Rs.30,000/-** for the programme conducted in Lucknow. (*payment will have to be made in advance*)
- The organization would have to make all logistical arrangements like the venue, seating, projection equipment, lecture aids, tea with snacks and lunch for two days.
- The dining etiquette props would also have to be provided

Terms and conditions

- As the the programme is mostly inter-active no printed material will be provided
- The participants are advised to take notes
- Participants are expected to display proper decorum commensurate with their organization.

At the end of the programme
you will see a palpable change in your employees' behavior