

***"Good Manners can open doors that the best education cannot," Clarence Thomas.***

Image development is an essential business skill that can improve an employee's effectiveness, productivity and satisfaction, as well as the company's bottom line. Professionalism, social graces, and effective communication skills *can* be taught and they, in turn, set the climate for success. When each element of image has been analyzed and developed, confidence is the result.

Personal grooming and business etiquette are necessary skills to help empower your staff as professionals with confidence and authority to surpass the competition. Staff is often trained to work quickly and proficiently, while simple etiquette and grooming are sometimes overlooked. Graciousness and professional presence are often absent, but are never unnoticed. When your employees' exhibit proper manners and the qualities it portrays, clients and customers feel comfortable and at the same time will have confidence in your staff and your business--they will take you seriously. Obtaining good manners and proper etiquette empowers your staff with personal power and confidence.

With your entire staff working together politely and well mannered, those you serve will be loyal customers.

In this workshop, the participants will gain knowledge that will give them the competitive edge acquire, retain and advance in a professional position. It will also empower them to become confident and professional employees. These highly interactive workshops will go a step beyond conventional programs: they not only teach the "how" of image development but the "why" as well. The workshop is tailored to employees with direct /or indirect guest contact and includes the critical role that each employee plays in the organization in building effective relationships with the guests. This seminar focuses on what you SAY: the magic words in customer satisfaction, what you DO: the key actions to serve and delight guests, and how you LOOK: the impact of impeccable grooming in making good, lasting impressions.

The workshop will take a light-hearted approach to a serious subject, in a format that includes lecture, skills practice, role-playing and Q & A. Participants will learn and become at ease with good manners and etiquette in the business and social situations. Knowing the "rules of engagement" in actions, the spoken word, and gestures will give them great self-confidence at the end of the workshop and will certainly be a powerful predictor of success in your organisation.

***Remember-People and Diamonds have real market value once Polished***

## **Workshop Outline**

### **Presenting Yourself In the New Business World**

- The Importance of Grooming and Etiquette in the Current Work Environment
- The Importance of First Impression
- You Are the Face of Your Organisation: Being A Good Representative

### **Creating A Professional Presence**

#### **Dress Sense and Looking Good**

- Dealing with Dress Codes
- Taking Inventory of Your Wardrobe
- Formal and casual Wear for Men and Women
- The Right Accessories

### ***Sending All the Right Signals: Body language and Comportment***

- Standing, Sitting and Bending
- Facial Expressions
- Eye Contact
- Hands Gestures
- Body Posture
- Presence Points

### ***Personal and Oral Hygiene***

- Hands, Nails and Hair
- Make Up and Face
- Scent of a Person
- Piercing and tattoos

# Corporate Etiquette for Today's Business World



Decide with Confidence

## **Minding Your Communication Skills**

### ***Greeting and Introductions***

- Making Positive Introductions
- Handling the Handshakes
- Handling Titles and Forms of Address
- Business Card Etiquette
- Gift Giving Etiquette
- Building Rapport

### ***Making Conversations***

- How to Start a Polite Conversation

- Conversational Faux Pas
- Telephone Etiquette
- Grace under Pressure: Speaking under Stress

### **Cross Cultural Etiquette**

- Demonstrating cultural sensitivities
- Understanding cultural differences
- Responding to cultural differences
- Recovering from "Oops" and Blunders

## **About the Trainer – Marsh Terranova**

Marsh Terranova is an energetic and versatile trainer who faces challenges as opportunities for evolution and self-motivation. He is a dynamic trainer and speaker, whose contagious enthusiasm, sense of humour and positive outlook motivates the audience, instilling in them the overwhelming desire to become more of who they are.

Marsh started his career with a flair and passion for customer service as a flight ambassador for the reputable Singapore Airlines. Educated and having lived in Australia for 20 years, he has worked in various five-star hotels extensively in different management positions such as PR manager, Customer Service Manager, Club Membership Executive and Assistant F&B Manager. His experience in Singapore includes positions with Singapore Airlines as a Quality Service Specialist as well as a Service Trainer with Burger King International.

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**Date:** 7 May 2008, 9am – 5pm  
**Venue:** Grand Park Plaza Hotel, City Hall

**Fee:** [ ] S\$365 for D&B Subscriber [ ] S\$405 for Non-subscriber  
(Includes materials, refreshments and lunch)

**EARLY BIRD – Fax in your registration before 11 Feb to receive a 10% off usual fee**  
**Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off usual fee**

**Fax the completed registration form to 6318 7832**

## Participant Profile

**Name 1:** \_\_\_\_\_ **Designation:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

**Name 2:** \_\_\_\_\_ **Designation:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

**Name 3:** \_\_\_\_\_ **Designation:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

**Name of Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **(S)** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Liaison Officer:** \_\_\_\_\_ **Designation:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Mode of Payment

D&B subscription units (Account no: \_\_\_\_\_)

Cheque (7% GST applies) and made payable to **Dun & Bradstreet (Singapore) Pte Ltd**

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## Cancellation & Substitution Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received.
2. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made payment towards the event and such registrants shall have no claims against the company.
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