

BRUSHING UP ON BUSINESS COMMUNICATIONS ETIQUETTE

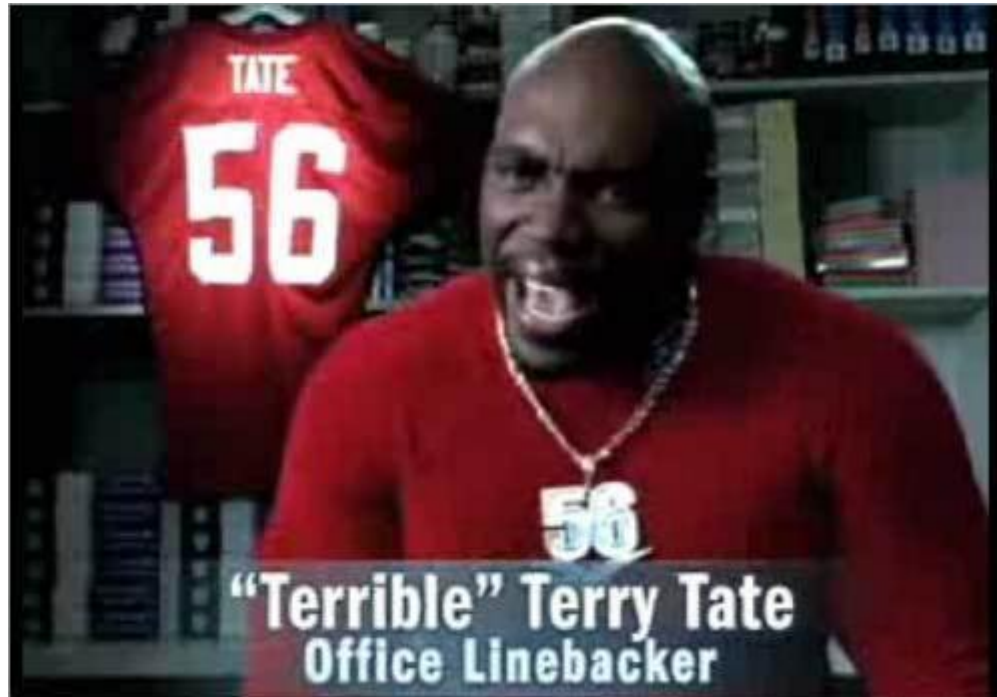
Amber Clark
August 19, 2014



TOPICS

- 7 c's of Effective Communication
- Why Etiquette Matters in Business
- The Basics of Communicating in Business
- E-Mail Etiquette
- Social Media Etiquette
- Practice Makes Perfect

IF WE HAD A LINEBACKER ... BUT WE DON'T





THE 7 C'S OF EFFECTIVE COMMUNICATION

CONTROL
CONVERSATIONAL
CONFIDENT
COMPETENT
CALM
CLEAR
CONCISE

7 C'S OF EFFECTIVE COMMUNICATION

C
1



CONTROL

Control yourself, your body language, pace, tone, etc., and control the audience or listener. Control the topic and avoid big digressions, control your emotions, control the venue if possible so as to be in a comfortable area and room.

C
2



CONVERSATIONAL

Do not lecture, do not whine, and do not get angry or over-emotional. Have a conversation. No matter what the other person or people do in a meeting, negotiation, when a customer is complaining, etc. keep control and keep it conversational. This means back and forth, active listening, and not getting over-emotional for no good reason. Do not get sucked into an argument that will harm your image later.

7 C's OF EFFECTIVE COMMUNICATION

C
3



CONFIDENT

People are less likely to challenge you and more likely to follow you if you present yourself with confidence. Your voice should be loud enough and at a controlled pace, your body language should be strong (not stiff) with a straight back, meaningful gestures, great eye contact, etc. And the content of your speech or presentation or point to be made should also come from a confident place, i.e. you know what you are talking about! Do not think that BS will work all the time with everyone. When you have researched and prepared well, you feel confident, and you can let that shine through!

7 C's OF EFFECTIVE COMMUNICATION

4



COMPETENT

You have to back it up. Whatever you are saying or selling, be not only prepared but also able to back it up. You must be good at what you are suggesting others follow you on as well, if you are seeking a leadership role. Why should I listen to you? Answer that question before you meet the group.

5



CALM

If you start calm, you are more likely to both calm down others (if agitated) and to continue to communicate calmly. Control your breathing, pace, volume, etc. in a relaxed way. Use rhythmic gestures as well. Nothing fast and darting. Think Yoga movements!

7 C's OF EFFECTIVE COMMUNICATION

C
6



CLEAR

Do not beat around the bush. State exactly what you want people to do, or why they should follow you. Don't let people guess your meaning. State clearly your objectives or desires, and people will respect you for your leadership and ideas. Please still include the 3Ps (Polite, Professional, Positive) when you deliver your message though.

C
7



CONCISE

Do not waste valuable time. Say what you have to say and ask what you need from your listener or team, and then let them go. When giving suggestions, advice or orders, give them with appropriate details delivered in a short, concise way.



WHY ETIQUETTE MATTERS IN BUSINESS

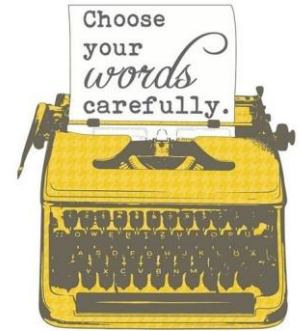
Actions
Appearance
Words

WHY DOES ETIQUETTE MATTER?

Whenever two people come together and their behavior affects one another, you have etiquette.

- Etiquette is not only manners. It is building relationships.
- Good business etiquette is usually unnoticed. Bad etiquette is noticed.
- Being conscious of your etiquette will help prevent large mistakes in business.
- Etiquette is positive. It's a way of being—not a set of rules or dos and don'ts.

ESSENTIAL TO BUSINESS ETIQUETTE



▪ ACTIONS

- Do you listen? Do you answer calls or e-mails promptly? Are you engaged?

▪ APPEARANCE

- Bottom line – it matters. Body language and dress both affect your impressions. Dress like a slob, they will think you are lazy. Nervous twisting of hair or no eye contact, they will think you are not interested.

▪ WORDS

- Choose them wisely. Bad language, terrible grammar and misused words are considered bad business etiquette.



THE BASICS OF COMMUNICATING IN BUSINESS

Respect

COMMUNICATING CORE IN BUSINESS

Respecting Time

Empathy

Skilled Listening

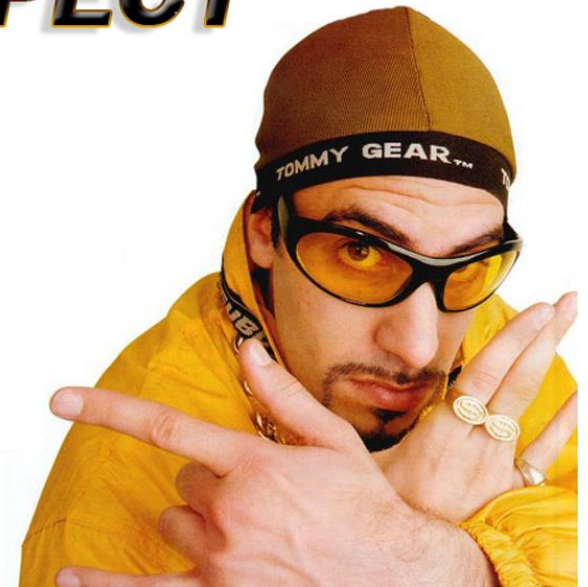
Problem Solving

Etiquette

Choice of Medium

Tone

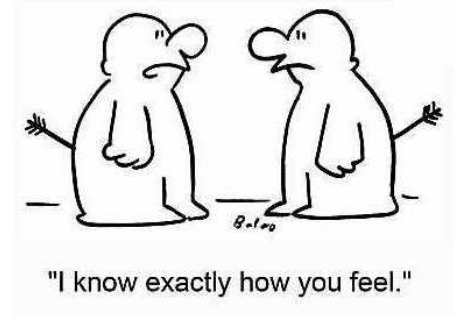
RESPECT



RESPECT OF TIME

- Respond in a timely manner.
- E-mails and phone calls within 24 - 48 hours.
- Response can even be a quick, “I will look into it.”
- Unobtrusively interrupt.
- Set a reminder to follow up via call or e-mail in 3 days after a meeting or bid. This gives them time to review, respects their time, and allows you show your dedication.
- Try your best not to be late. It implies that other things are more important than their time.
- Web conferences – arrive 10 minutes beforehand.

EMPATHY



- Reasoning: Understand another person's thoughts, feelings, reactions, concerns, motives.
- Stop and think for a moment about the other person's perspective; understand where they are coming from.
- Emotions: Care for that person's concern.
- Caring does not mean that we agree or change our position.
- Be in tune with what that person is going through, so we can respond in a way that acknowledges their thoughts, feelings or concerns.

SKILLED LISTENING



- Pay attention and be present.
- Listen actively and intently. Really hear what people are telling you so you can respond and act accordingly.
- Do not interrupt people when they're speaking. This is a bad habit to start and a tough one to end.
- Put everything in writing as much as possible following conversations.
- Don't be afraid to ask questions – you won't look uninformed, but appear interested and concerned.

PROBLEM SOLVING



- Try to make each conversation helpful.
- People get really annoying and rather rude towards you. It can be controlled with your reaction.
- Be able to admit when you've made a mistake.
- There is a time and place for a confrontation.
- Getting people to pay for services.
 - Cover in your contract.
 - Hand over to Accounts Receivable if available.
 - Visit in person to deliver goods or to do training. Then ask, "How will you be paying." Harder to say no in person.
 - Make it easy with credit card system.

DEALING WITH DIFFICULT PEOPLE



THE BULLY



Stay assertive. Repeatedly say the bully's name until they stop attacking you. Quickly let them know you understand their complaint and then answer the complaint with a clear brief explanation.

THE KNOW IT ALL



Present your ideas with the utmost respect. Make sure you are knowledgeable about the topic. Soften statements with words like "maybe" or "what do you think" so you don't sound challenging.

DEALING WITH DIFFICULT PEOPLE



WISHY WASHY



Provide a comfort zone for Wishy Washy where they feel your genuine concern. Patiently discuss their conflicts about making a decision. Try to understand the basis for the objections. Show them a few systems that will help them make decisions.

YES ME TO DEATH



Approach this person with kindness, they mean well. Offer some organizational training or tips to the person. You may need to go beyond a simple "yes" - get them to write their commitment down and sign it.

DEALING WITH DIFFICULT PEOPLE



THE DEEP FREEZE



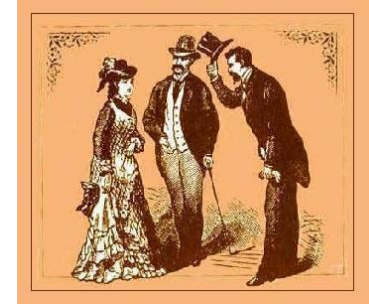
When dealing with the silent type, ask open-ended questions because these are more likely to elicit an answer. Ask questions that start with who, what, where, when, and how, since these words and open up topics for discussion. As you ask questions, make sure that you look and sound like you expect an answer.

AMBUSH ARTIST



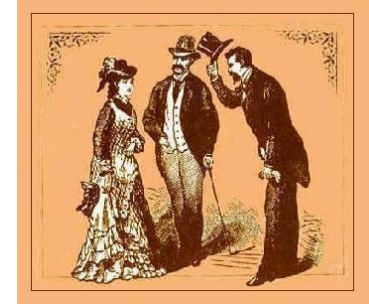
The best way to handle the situation is directly and assertively. If you hear a remark about you, stop what's going on, find the person who made the remark, address them directly, and say something like "How is that relevant to what we're talking about here?"

ETIQUETTE



- Use Please and Thank You.
- You're welcome instead of No problem.
- Try not to not criticize others, unless constructively and with a suggestion.
- Dress for success – your clothing, the aesthetics of your e-mails, manners during phone calls, neutral tone on social media and dressing for web conferencing.
- Work e-mails, calls and meetings should not be like personal e-mails, calls or meetings.
- Respect people's personal space. This may be very different than your own.

ETIQUETTE



- Don't make value judgments on people's importance in the workplace. Every person deserves respect.
- Watch your language.
- Don't gossip.
- Avoid the “Big two”, Politics and Religion.
- If someone sends a flame e-mail to you or flies off the handle, you have the choice to respond to it professionally.
- Like it or not, other people's opinions matter in business.

CHOICE OF MEDIUM

+ You can tell whether the person is telling the **truth or not**.

+ You get **no confusion of tone** that you might get in text or chat.

+ A possibility to **speak directly** to a person even if you are not physically co-located.

+ A person with a mobile phone is almost **always reachable**.

+ No need to make an appointment.

+ It's **fast and free**.

+ **Minimum interruption**: you can attend to emails when you have spare time.

+ You can **reach a lot of people** in short time.

+ You can **share links** and send **attachments**.



Face-to-face meeting

communicate in person
build a relationship
establish trust



Phone call

resolve an urgent issue
communicate in real time
build a relationship



Email

share info with a group of contacts
contact a person when a meeting is impossible

- Requires adapting your **time schedule** to the needs of the person you meet with.

- Participants have to be **physically co-located**.

- **Takes time and money** on transportation and accommodation.

- Requires **focused attention**.

- When making a call, you are most probably going to **interrupt a person**. This may cause irritation.

- **Sound quality** can be bad, things can get misheard.

- You **can't** always expect an **immediate reply**.

- A cluttered Inbox may result in **information overload**.

- You can have your computer infected with **viruses** through email.

CHOICE OF MEDIUM



- New accepted methods emerging, adding to the landscape:
 - Texting, Facebook Messaging, Social Media.

COMMUNICATION CHANNELS:

Facts and Figures, Pros and Cons



The average person makes or receives 8 mobile **phone calls** per day. That is roughly **2.4 billion** phone calls.



Facebook Chat usage reached the mark of **1 billion** per day.



WordPress.com users produce about **500,000 new posts** and **400,000 new comments** on an average day.



About **450,000 edits** per day are produced by the English **Wikipedia** users.



The number of **emails** sent per day is about **294 billion**.



Users of **Twitter** are now sending **200 million** Tweets per day.

CHOICE OF MEDIUM



- It is okay to respond using the medium where it originated.
- Choose the method that gets best response from recipient after you have gotten to know them.
- Letters are still viable. Especially “Thank You” letters.
- Don't use e-mail as an excuse to avoid personal contact. Don't forget value of face-to-face or voice-to-voice communication.
- Phone calls and in-face help convey emotion and are great for conflict resolution.
- Don't use e-mail to avoid an uncomfortable situation or to cover up a mistake.
- Don't e-mail or call angry. Cool off!

TONE



- Tone comes across in all mediums.
- You associate people with their tone.
 - He's always complaining.
 - She's always a downer on my ideas.
 - He's always upbeat.
 - She's always optimistic.
- Avoid "provoking" words that put people on the defensive such as, "Why did you...", "You must...", and "I don't understand your..."
- Avoid condescension. No one wants to feel belittled.

TONE



- Your tone can't be heard in e-mail.
 - Avoid sarcasm, which is not easily detected in e-mail
 - Underlining, italicizing, bolding, coloring, and changing font size can seem too strong or aggressive.

YOU WILL DO GREAT TODAY. **THANKS FOR HELPING.**
 - using all lower case letters in full sentences looks lazy
- On social media, you set the tone for the page.



E-MAIL ETIQUETTE

Effective Media
Easy Documentation
Etiquette Required

E-MAIL ETIQUETTE



Instant gratification can lead to careless and unprofessional use. Your e-mail is a reflection of you. Every e-mail you send adds to, or detracts from your reputation. Here are some tips:

- Structure your e-mails with an opening, body, closing and signature.
- Responses do not have to be so structured after the initial e-mail was drafted.

E-MAIL ETIQUETTE



- Be careful with overusing “High Importance” and read receipts.
- Create reminders for sent e-mails to ensure a reply instead of read receipts.
- Create folders for jobs or projects to keep all relevant e-mails together in one place.
- Discuss only PUBLIC matters; write as if you are posting the correspondence on a bulletin board.

E-MAIL: TO:/CC:/BCC:



- Do not fill people's inboxes with useless information.
- Do not populate TO: until the e-mail has been drafted.
- Use CC: when you do not expect a reply but they need to know the information.
- Use BCC: e-mailing a group of contacts that don't know each other; keeping their privacy
- The only reason to use blind copy is to keep your recipients' e-mail addresses private.
- Don't use blind copy to share confidential or incriminating information with someone else.

E-MAIL: GREETING



- Always use a greeting.
 - Hello _____,
 - Hi _____,
 - Good morning,
 - Good afternoon,
 - Dear _____,
 - or just Name)

EMAIL: BREVITY IS BEST



- Be brief – respect time, do not make someone reply with “TLDR”!
- Write concisely, with lots of white space.
- Sentences should be 15 words or less.
- Three or more points should be bulleted.
- Refrain from sending one-liners. "Thanks," and "Oh, OK."
- Opening paragraph and closing paragraph shouldn't exceed seven lines combined.
- Body shouldn't exceed five lines.

E-MAIL: ATTENTION TO DETAILS

- Take the same care in crafting email that you would for any published work: watch your spelling, punctuation, grammar and capitalization.
- Use exclamation points sparingly. The maximum number of exclamation points in a business e-mail? One. Otherwise, you risk looking childish and unprofessional.
- Avoid using abbreviated “texting” words, emoticons, jargon, or slang.



E-MAIL: TAKE CAUTION



- NEVER send a flame e-mail. With emotionally charged emails, wait until the next morning to see if you feel the same and re-read before clicking Send.
- When forwarding something, make sure the entire thread is appropriate for the reader.
- Be very careful with REPLY ALL!

E-MAIL: CLOSING

- Important that this is not included in signature!
- Other options: Have a good week/day, Thanks, Thanks!, Thanks again,

Sincerely
 Sincerely Yours
 Regards
 Best Regards
 Yours Truly
 Respectfully
 Thank you

Sincerely,	This is considered very formal business and shows some distance between you and the reader. It shows less emotion. This is very common to use in letters.
Regards, Best,	More formal than 'Kind regards' or 'Best regards'. This is safe to use for everyday professional business communication and less for friendly business associates.
Warm regards, Kind regards, Best regards, Best wishes,	<p>These are popular for someone you already know in professional setting. It is friendly and shows more emotion but still formal.</p> <p>It's best for people you have communicated with in the past. Less formal than 'Regards' or 'Best'.</p>
Many thanks,	This one is much more polite and formal than simply saying 'Thanks.'
Warm wishes,	This one shows friendliness but not too casual or impolite. It is appropriate to use in business with someone you have worked with before.
Look forward to...	<p>A good way to remind the reader what the purpose of your email is. E.g. "<i>Look forward to receiving the pricing on your printing materials,</i>" "<i>Look forward to hearing back from you</i>"</p> <p><i>*Some may say 'looking forward to' seems less formal and maybe friendlier than 'look forward to'</i></p>

E-MAIL: SIGNATURE

- No one should have to look up how to get in touch with you.
- Your e-mail signature should contain your name, company, a phone number to reach you and a website (can be linked logo).
- If you're social media savvy, include all of your social media information in your signature as well.
- It is not necessary to place your e-mail address in your signature.

Dana Wolfe



dwolfe@clinchvalleyprinting.com

www.clinchvalleyprinting.com

Phone: 423.677.2202 205 Walnut Street Tazewell, VA 24630 Office: 276.988.5410

Need to upload a file? Click this link! <https://clinchvalleyprinting.sharefile.com/r/re6e9a2c1e5845a58>



Tammy D. Arington
Community Contractors Connection
Advertising Executive
276-791-4303

COMFORT LEADS TO CARELESSNESS

-----Original Message-----

From: Advertiser X

To: Clark, Amber

Subject: Ad

This ok?

Advertiser X

On Jan 24, 2014, at 2:39 PM, "Clark, Amber" wrote:

If you are referring to the last one - yes. There was no attachment.

Amber Clark | Berry Home Centers, Inc.

Chilhowie 276.646.7504 | Abingdon 276.623.2604

www.berryhomecenter.com

Yeah we are having email issues today yes exact same

Advertiser X

WHEN TO USE E-MAIL

- To ask a question or deliver a message quickly
- You don't care how fast you get a reply – or even if you will get one. E-mail used to be the fastest communication.
- To deliver the same message to multiple readers.
- To maintain a written record of your conversation. Of course, you should NOT use email if you DON'T want a written record.
- To be unobtrusive; it requires less of the recipient's attention.
- To send requested documents or links to large or shared documents.

WHEN NOT TO USE E-MAIL

- When a message is confidential.
- When explaining a procedure to a person, show them.
- For conducting negotiations or reaching a consensus.
- To communicate bad news, complaints, criticism, or anything sensitive or controversial.
- When you need an immediate response.



SOCIAL MEDIA ETIQUETTE

Facebook
Twitter
Blogs

“These days, when you're talking to one person, you're talking to a thousand.” Zoe, *House of Cards*



Rules for Social Etiquette

Adapted from Emily Post's 18th Edition

Regular manners still apply to virtual manners

Once you say something on the web,
it's out there forever

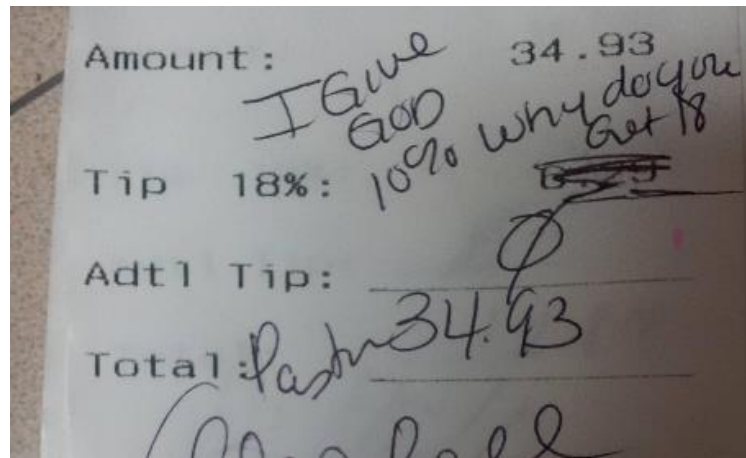
Nothing online is private and
computers have perfect memory

Never use your mobile phone at the dinner table

Don't post something that you wouldn't post on
a bulletin board for the public to see

Always respond to an email from family,
friends, and acquaintances

HOW NOT TO HANDLE SOCIAL MEDIA CRITICISM



- What we can learn: Applebee's defensive and even argumentative approach amplified the whole situation and blocking users, tagging users in repetitive posts and hiding criticism only make things worse. The bottom line? Arguing with Facebook users is always a bad idea.

BEFORE POSTING

- Keep in mind there will always be differences of opinion. Try to remain objective and not personalize issues. Don't fall for trolls. Trolls are folks who will post rude comments just to get a rise out of everyone.
- Ask will anyone really care about this content besides me?
- Ask will I offend anyone with this content? Who? Does it matter?
- How many times have I already posted something today? (More than three can be excessive.)
- Did I spell check?
- Practice RESPECT.

KEEPING COOL UNDER PRESSURE



worst service and rudeness ever i would never recommed to

6 hours ago



Zappos.com Oh no! We are so sorry to hear that experience . Is there anything we can do to

6 hours ago



Long time I was customer of newegg.
But last 2 years its become worse and worse.
Finally buying less and less from him.
Why ?
Because newegg become expensive and not attractive .

7 hours ago



Newegg.com Hello ,
We try to keep our pricing as reasonable and competitive as v
for our customers in today's market. We appreciate and value
feedback.
Thank you.

6 hours ago · 1 person



Joni Shepherd Silva ▸ **Berry Home Centers**

August 1 at 11:15am · 🌐

Need to take better care of your fleet. This one is spewing poison into the air. A drag being stuck in traffic behind it.



Like · Comment · Share · 2

👍 Ric Kallaher and Charles Silva like this.

Top Comments ▾



Write a comment...



Berry Home Centers Hi Joni. I am sorry you are stuck in traffic behind our truck that seems to be having some troubles. The truck will be serviced. We are committed to taking care of our employees and environment. Have a great day.

Like · Reply · 3 · Commented on by Amber Champ Clark [?] · August 1 at 11:51am

19

facebook

*Etiquette
Rules*

FOR BUSINESS

1 DON'T POST ON OTHER PEOPLE'S FACEBOOK BUSINESS PAGES TELLING THEM TO GO LIKE YOUR FAN PAGE

2 WHEN IT COMES TO BUSINESS, STAY AWAY FROM POLITICS AND RELIGION

3 MAINTAIN A HIGHER STANDARD FOR QUALITY CONTENT THAN OTHER NETWORKS AND WHAT YOU WOULD CONSIDER SPAM

4 NEVER PROMOTE YOURSELF DURING A NATION'S REACTION TO TRAGEDY AND CANCEL ANY SCHEDULED POSTS OUT OF RESPECT

5 Don't copy other people's status updates verbatim

6 DON'T POST MULTIPLE POSTS IN A SHORT TIME FRAME, SPACE THEM OUT WITH A FEW HOURS APART



@MelonieDodaro

7

DON'T LET YOUR TWITTER ACCOUNT POST TO FACEBOOK BUT THE OTHER WAY AROUND IS OKAY IF YOU ONLY POST A COUPLE OF TIMES A DAY

8

TARGET YOUR POSTS USING INTEREST LISTS ON YOUR PERSONAL PROFILE AND USE POST TARGETING TO REACH MORE RELEVANT AUDIENCES ON PAGES

9

COMPLAINING NEVER LOOKS CLASSY

10

DO NOT BLATANTLY PROMOTE YOURSELF ON OTHER PAGES' POSTS OR BLOGS USING THE FACEBOOK COMMENT SYSTEM

11

AVOID SENDING MASS MESSAGES (IT GENERATES A NOTIFICATION FOR EVERY RECIPIENT WHEN ANY ONE OF THEM REPLIES)

12

HAVE A PICTURE AND A COVER PHOTO IF FOR NO OTHER REASON THAN TO AVOID LOOKING LIKE A SPAM ACCOUNT

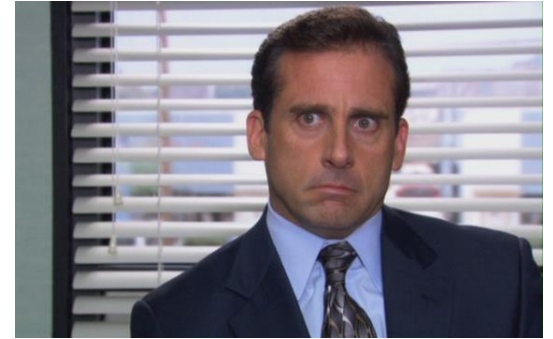
13

CONNECT WITH ANY NEW FACEBOOK FRIENDS BY REACHING OUT WITH A MESSAGE TO OPEN UP A DIALOGUE

14

IF YOU WANT TO SHARE SOMEBODY'S POST WITHOUT CLICKING THE SHARE BUTTON, MAKE SURE YOU AT LEAST TAG THEIR PAGE IN YOUR POST REFERENCING THEM

PRACTICE MAKES PERFECT



Identify how you can practice good business etiquette.

- Try to send an e-mail with a bulleted condensed list.
- Have a meeting or pick up the phone instead of composing a confusing or long e-mail.
- Practice “Please”, “Thank you”, and “You’re welcome.”
- Try to empathize with someone when they lose their cool.
- Respond to points of contact within 48 hours.
- Practice RESPECT.

QUESTIONS?

Thank you for your time.

Sources:

1. Joseph Cohen, Demand Media
2. Arcadia.edu
3. Maureen Bertolo, CIO.com
4. Lindsay Silberman, Inc.com
5. Forbes.com
6. Photos – Fotolia
7. Arfa Mirza, Hongkiat.com
8. Emailtray.com
9. Evan Carmichael
10. Skillpath Seminars, Business Writing and Grammar Skills Made Easy
11. Judith Kallos, author of E-Mail Etiquette Made Easy, E-Mail: The Manual, and E-Mail: A Write It Well Guide
12. Lindsey Pollak, career and workplace expert, e-mail etiquette consultant, and author of Getting From College to Career
13. Peter Post, director of the Burlington, Vermont-based Emily Post Institute
14. Paul Endress, Maximumadvantage.com
15. Lawsites.pro
16. Lucie Pathmann, WaitingfortheElevator.com
17. Mindtools.com
18. Topdogsocialmedia.com

CHILHOWIE STORE
WEDNESDAY, AUGUST 27, 2014

ABINGDON STORE
THURSDAY, AUGUST 28, 2014



SUMMER SUPPLIER
SHOWCASE

OVER \$500.00 IN PRIZES
TO GIVE AWAY!

2014

LIVE PRODUCT DEMOS!
FUN AND GAMES!

7:30 A.M. - 12:00 P.M.