

# BUSINESS ETIQUETTE

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# Etiquette :Nature and Definition

- Etiquette is common courtesy, good manners,
- Conducting ourselves in a cultured way
- Etiquette is defined as “ the forms, manners and ceremonies established by convention as acceptable or required in social relations, in a profession, or in official life.”

# Business Etiquette

- Business Etiquette is the way we conduct ourselves while doing business.
- Business Etiquette is concerned with acceptable behaviour at the workplace.
- It covers the following:
  - Dealing with customers , clients, co workers, strangers
  - Attending business meetings, meal time behaviour, social gatherings
  - Telephone and e mail communication
  - Personal grooming

# Fundamental features

- Concern, care, kindness, compassion
- Punctuality
- Respect for elders, seniors, women
- Treating all on the basis of equality
- Putting people at ease
- Business etiquette means conducting ourselves in a cultured and refined manner
- This ensures goodwill.

# Etiquette at the workplace

- Telephone etiquette
- Mobile phone/gadget etiquette
- Handshake etiquette
- Office etiquette
- Business meal etiquette
- Business card etiquette

# Telephone etiquette

- Telephone etiquette helps us to present a good image of the organization in the following ways:
- Greeting properly and providing correct basic info about the org, yourself and person you want to contact
- Answering promptly. Don't keep the caller waiting or keep transferring the call. Take down messages that have to be passed on.

# Telephone etiquette

- Speak politely in a normal voice, not too loud nor too soft.
- Do not mumble, spell out words
- End the call politely. Don't be abrupt.
- Repeat/recap the discussion/message briefly
- Keep pen and paper to jot down important points.
- Don't do other things while using the phone – eating, talking, smoking

# Mobile etiquette

- Keep mobile phone switched off/silent at meetings, religious places, functions.
- For urgent calls keep phone on vibration mode and call back later.
- Always speak in a low voice
- Avoid discussing private or company matters publicly
- Keep your ring tone low



# Mobile/ E-mail etiquette

- All communication should not be sent as text messages
- Avoid typing in caps as it means shouting
- E-mail :Netiquette
- Include a subject line
- Acknowledge and give quick response
- Observe rules of grammar, spelling, precision and courtesy

# Netiquette

- Avoid jargon and abbreviations
- Avoid too many group mails
- Respect privacy and send personal mails
- Clear your mail
- Avoid sending spam

# Handshake etiquette

- The handshake is the beginning or the conclusion of any discussion, business transaction
- Handshake may be offered to:
  - ✓ Business contacts, social acquaintances, staff members
  - ✓ To congratulate someone
  - ✓ To greet or take leave of guests, hosts , social contacts

# Hand shake etiquette

- Be cautious :
  - ❖ With a superior. Wait for them to offer first.
  - ❖ With someone who is uncomfortable
  - ❖ With someone who is pre-occupied
  - ❖ With someone with whom you have nothing to say/share

# Handshake etiquette

- Quality of hand shake:
  - Brief and formal
  - Strong and firm
  - Use only one hand
  - Don't use sweaty palms
  - A lady should extend her full hand not just fingers

# Office Etiquette

- Introduction Etiquette :
  - Introduce yourself fully. Pay attention when others introduce themselves.
  - When you are being introduced stand up.
  - Take the initiative to introduce yourself to others and introduce people to others.
  - Always introduce the junior to the senior.

# Office Etiquette

- Courtesy:
  - ❖ Be as courteous to juniors as you are to seniors.
  - ❖ Acknowledge and appreciate people and their work.
  - ❖ Don't point at people. Always use an open palm when referring to a person.
  - ❖ Be a part of office gatherings. Don't skip them unless it is necessary.
  - ❖ Follow the dress code
  - ❖ Always use 'Please', 'Thank you' and 'Sorry' in a sincere manner.

# Office Etiquette

- Consideration:
  - Always be on time.
  - Keep to schedules and deadlines.
  - Listen to people. Give them your full attention.
  - Don't get distracted by gadgets.
  - Don't be judgmental with people who make mistakes. Help them improve.
  - Do not interrupt.
  - Avoid gossip



# Office Etiquette

- Use of Common Facilities:
  - Use photocopying machine and printer responsibly.
  - Be accountable for office stationery. Do not misuse.
  - Office utilities are for all . Ensure that everyone can use them at all times.

# Business Meal Etiquette

- As the Host :
  - ❖ Try to find out the diet preferences of the guest – vegetarian /non vegetarian, diet restrictions
  - ❖ Order the food preferred by your guest
  - ❖ Select the venue where the guest will be comfortable- not too casual/inexpensive
  - ❖ Make a reservation, receive the guest. For outstation guest arrange for a pick up.

# Business Meal Etiquette

- As Guest :

- ❖ Reach the venue in time. If late then inform the host.
- ❖ Don't order the most expensive items. Avoid alcohol.
- ❖ Order food that is easy to handle, is not difficult or messy to eat.
- ❖ Wait for everyone to be served before you start eating.

# Business Meal Etiquette

- Mobile phones and gadgets to be switched off or kept silent. Urgent calls may be taken with permission.
- Sit erect with elbows off the table.
- Place cutlery on the plate while/after eating. Use one hand to hold cutlery, cups or glasses.

# Meal Etiquette

- Take small bites. Drink small gulps of liquid.
- Eat silently. Don't make noise with cutlery.
- Don't blow to cool your soup, tea etc.
- Don't spill your food or drink.
- Don't speak with food in your mouth.
- Try to finish your meal with others. Don't delay the group.

# Meal Etiquette

- Don't eat in silence. Make small talk.
- When you finish eating don't pile up the crockery or push the plate away.
- Be courteous to the serving staff.
- The host should make arrangements for the bill to be paid.

# Business Card Etiquette

- Business cards are usually exchanged at first meetings and business gatherings.
- They are useful for networking.

# Business Card Etiquette

- Do's :
  - Comment on the logo/ name/business when you receive a card.
  - Give your card to someone who asks for it or shows interest in your work.
  - If you want to give your card to someone then ask for his/her card, he will reciprocate.
  - Design a neat and smart business card.
  - Carry enough cards with you.
  - Give your card facing the receiver so that he can read it without turning it around.



# Business Card Etiquette

- Don'ts :
  - ❖ Don't hand over frayed, soiled, crumpled cards.
  - ❖ Don't use cards with old details. Use updated ones.
  - ❖ Don't hand out cards to all and sundry.
  - ❖ Don't write notes on someone else's card unless it is related to him/her.