



The PR & Protocol Group

We launch & build your image & reputation!

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October 10, 2013

Business Etiquette – Bringing Your “A” Game

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Mrs. PRProtocol's

Business Etiquette Tips & Tools

- **Who AM I?**
- **Business Etiquette Quiz**
- **Professional Image & Attire**
- **Handshaking & Introductions**
- **Communication**
 - **Phone Etiquette**
 - **Email Etiquette**
 - **Non-verbal**
- **Social Media Etiquette**
- **Dining**
- **Q&A**



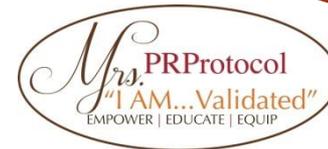
Mrs.PRProtocol

provides training and services to individuals and organizations that are ready to *launch, build and maintain* their image and reputation through PR & Protocol.

Our Core Services:

- Media Relations ~ Media Training
- Strategic Partnerships ~
 - Faith-based, Public, Corporate and Governmental Relations
- Etiquette, Protocol and Empowerment Training

Twitter: @MrsPRProtocol



Who AM I?

I AM...Mrs.PRProtocol?

- Passion for People ~ Faith, Family & Fun is my priority
- Over 20 Years of PR experience
- Media Relations contacts locally, regionally and nationally
- Media Placement in major TV, radio and newspapers
- Coordinated the arrival and served as the Protocol Specialist for two sitting Presidents - Obama & Bush
- Developed strategic relations with government, faith-based, corporate and community leaders
- Created a protocol program for tweens/teens/college Pearls & Pinstripe
- Mentor girls ages 13-30

Mrs.PRProtocol Brands:



I AM...Validated Inspirational T-shirts

Inspirational T-shirts with a message to **Empower, Educate** and **Equip** girls and women to **Embrace** their self-worth

Pearls & Pinstripe Protocol Program

A creative, interactive and tech savvy program that empowers ages 13-21 to embrace **Social** grace, **Self**-image and **Scholastic** achievement

The Girlfriend's Gratitude Tea

An opportunity for girlfriends to **relax** and **reconnect** and **meet** new girlfriends by showing gratitude and giving back to the community.

**“Your Business is Your Brand
Mirror, Mirror on the Wall –
What’s My Image”**



Business Etiquette Quiz!

*What do I know,
what do I need to know?*

Professional Image & Attire

▀ What to Wear

Presentation is Everything ~ Verbal and Non-verbal

- What do you want your attire to say about you!
- Always wear neat attire, keep extra attire with you.
- Know the dress code.
- A suit is never out of style.
- Keep your nails clean.
- Wear clothes which you are comfortable in & can carry well.
- Women should avoid wearing exposing dresses, opt for little but natural make-ups based on your industry.
- Men need to keep their hair neatly trimmed



Handshaking & Introductions



▀ What to Say & How to Say it

Presentation is Everything ~ Verbal and Non-verbal

- Extend your hand, two-three pumps
- Smile while speaking
- Say your first name, then full name
- Stand when speaking
- Introduce the person with the highest authority
- Ask to provide your business card
- Present your business card facing the person
- ALWAYS KEEP BUSINESS CARDS WITH YOU, never leave home without them.

Phone Etiquette



■ What to Say and How to Say It

Presentation is Everything ~ Verbal and Non-verbal

- Answer with a smile
- Provide a clear and concise voice mail
- Ask do have a few minutes to talk
- Ask permission before placing a person on hold
- Let the caller hang up first
- Return calls within a 48-hours
- Keep your cell phone on vibrate
- Keep your call private, the office/elevator does not want to hear it

Email Etiquette



➡ What to Say & How to Say It

- Start with greeting – Hello, Good Morning, etc.
- Respond in 48-hours
- Always include a signature line
- Provide an auto-respond message
- Always maintain highest level of formality
- Do not reply all if the message is intended to the sender

Presentation is Everything ~ Verbal and Non-verbal

Non-Verbal Etiquette



➡ What to Say & How to Say It

- Send thank you note within 48-hours
- Never point with your finger, use your palm
- Maintain eye contact when speaking
- Be mindful how you use your hands when speaking
- Refrain from crossing your legs

Presentation is Everything ~ Verbal and Non-verbal

Social Media Etiquette



➡ What to Say & How to Say It

- Use social media to build your brand
- Provide information that people will need
- Always remember, what you post, people will see and remember

Presentation is Everything ~ Verbal and Non-verbal

Dining Etiquette



◆ Dining Dining

- BBE – Break, Butter and Eat
- Never ask for a Go Box
- Respectfully decline alcohol (subject to event/discussion)
- When ordering, follow the host selection
- Host should pay
- Know & understand the placement of table setting
- Be prepared for conversation (keep politics, religion at home)

Presentation is Everything ~ Verbal and Non-verbal

Presentation IS everything

➡ What to Say ~ *Classy not Sassy*

http://www.youtube.com/watch?v=4F43x8_xUS4&feature=share&list=SPFAF0HGLvTj6FR40bwA_8pbhC3Gn2qAED

Presentation is Everything ~ Verbal and Non-verbal





Always

Make a lasting impression the first time,
Speak clearly

And

Smile with confidence.



Mrs. PR Protocol Five Life Tips:

*"Listen to God's voice,
Learn something new everyday,
Live life with gratitude,
Laugh always &
Love unconditionally!"*