



Pamela Eyring, President and Director presents...

Top Ten Biz Etiquette Tips

1. **First Things First: Dress.** A University of California study found clothes account for 55% of ones first impression. Tips: Make sure you have an 'updated' look and wear a little make up (employers consider "some make up" professional). Keep outfits neutral (black, grey, navy, taupe). Pull hair back if it's long and hide the grey. Keep jewelry simple: Pearls – small and skinny for traditional; big and chunky for a trendy look. Nails short and clean, light polish. Shoes: closed-toe. Men are judged by their shoes (keep them shined). Women: own a 3-piece suit (jacket, slacks, skirt) and two blouses. Men, own a suit and one or two jackets with two tailored shirts.
2. **Making Contact:** Make eye contact 40-60% of the time, looking in-between the person's eyes. The lower you gaze downward, the more it conveys a personal (not professional) relationship. Shake hands in a firm web-to-web manner. Avoid the 'limp fish' handshake (that conveys weakness), 'politicians gloved' handshake (that's too personal), Queen's handshake (offering just your fingertips rather than your palm (which connotes superiority).
3. **Cultures Vary - Do Your Homework:** Do you bow, kiss or shake hands with a business contact from another culture? (Chinese bow from the shoulders; Japanese from the waist - confuse them and you won't get the job.)
4. **Remembering Names:** Can't remember names? Join the club. Here's a trick that will help: repeat the person's name 3 times: when meeting, once in conversation, when saying goodbye.
5. **Avoid Hot Topics:** Don't discuss religion, money, sex or politics, even in casual settings – you never know if you'll 'hit a nerve.'
6. **Nailing eEtiquette.** Don't text or take a cell call in an interview, no matter how important. Keep PDAs on vibrate. E-mails are traditional memos gone digital — do not use anger (e-mail lives forever in cyberspace and anger's bad for business, regardless). Avoid humor — it doesn't translate well on-line. Use spell check. Avoid the rude and annoying "Loud Cell Voice."
7. **Dining Skills + Personality Testing:** Twitter rocks, but business still gets done at the dining table. Employers often take candidates to lunch to test dining and "personality" skills. Do arrive 5 minutes early. Don't order the most expensive dish. Don't order a cocktail. Don't order 'messy' food like spaghetti. Don't eat like a 'piglet' – do butter and eat bread one small piece at a time; work utensils from the outside-in; know your bread plate is on your left and if in doubt, follow the host's lead.
8. **Follow Up is Everything:** Within 48 hours of a job interview, send a hand-written note and hand-address the envelope to stand out in a digital world. (1) Thank the person for their time (2) Reiterate your qualifications (3) Restate a positive point about the company mentioned in the interview. If you don't hear back when expected, call for an update - but only call once. If you don't get the job, be polite and thank the person again for their time and interest.
9. **No Biz Card Opportunity – No Sweat:** Social Business Cards are THE new business networking tool. These basic cards, with just a name and phone number or e-mail, are ideal for social events when business cards are inappropriate.
10. **Secondary Option:** The Kaufman Foundation study found that "half the companies on the 2009 Fortune 500 list were launched during a recession or bear market". Consider consultancy (the fastest growing industry) & start your own business.