

Business Etiquette and Professional Dress



Contents:

- Managing introductions, nametags, and handshakes
- Basics of Business Etiquette: Handling cell phones, business cards, networking, e-mail and dining.
- Dresscodes: Business vs. Business Casual



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MAJOR AND CAREER ADVISING

- Individual advising by scheduled appointment or during Walk-In Hours (9:00 - 11:30 a.m., Monday - Thursday, 1:00 - 4:00 p.m., Monday - Friday)
- Self-assessment exercises
- Computerized career guidance programs: CareerBeam® and FOCUS
- Seminars on a wide range of career topics including Résumé Writing, Interviewing, Career Search Strategies, Business Etiquette & Professional Dress, etc.

JOB SEARCH ASSISTANCE

- Personal advising on job search strategies
- Résumé and cover letter critiques
- Résumé and Interviewing Techniques seminars
- Mock Interview Program
- On-campus interviewing for winter break and summer jobs
- Monthly Online Summer Jobs and Internships Bulletin (January - May)
- Career fairs and networking events (see schedule below)
- CareerBeam® (Over 18 million employer leads)
- VAULT® Online Career Library

CAREER RESOURCE CENTER

- Career guides
- College and graduate school information
- Graduate admissions tests registration materials
- Computer lab

BOBCAT ONLINE JOB SEARCH PROGRAM

For Current Year Graduates and Alumni

(You must register for these services - ask for more information.)

- Résumé Referrals
- Online Job Postings
- On-Campus Interviewing for Career Positions

CAREER FAIRS, 2007 - 2008

- | | |
|--------------------------------------|------------|
| • Ohio University Fall Career Fair | October 3 |
| • Ohio University Winter Career Fair | February 5 |
| • Teacher Recruitment Consortium | April 11 |

CAREER SERVICES WEB SITE

- <http://www.ohio.edu/careers>

BUSINESS ETIQUETTE & PROFESSIONAL DRESS

“Etiquette requires us to admire the human race.”

~Mark Twain

According to the Merriam-Webster Dictionary, etiquette is “the conduct or procedure required by good breeding or prescribed by authority to be observed in social or official life.” In other words, etiquette is procedure for proper behavior in social situations. This handout will outline some of those procedures as set out by Maria Perniciaro Everding in her book *Panache That Pays: The Young Professional’s Guide: How to Outclass Your Competition*.

A common sense definition of etiquette is good manners or proper behaviors in social situations. Therefore, Business Etiquette would mean, simply put: Good manners and appropriate behavior in business settings.

BUSINESS ETIQUETTE

NAMES

Introductions

- Introduce yourself without title; state your name and something about yourself that establishes common ground.
- When introducing your spouse, use only their first name unless the last name is different from your own.
 - “Mr. Crabberton, this is my husband, Rob Zones.”
- Mention first the name of the person to whom you wish to show deference or honor (clients come before anyone else, even a boss).
 - “Bob, I would like you to meet Jane Hawkins, our new data consultant. Jane, this is Bob Evans, President of Lucky Duck Productions.”
- Two people living together are introduced by name, no other information is needed.
- If you are misintroduced, smile and correct it by saying something like:
 - “I’m with RRS company, not YTP” -or-
 - “I thought you’d like to know my name is Drew, not Doug.”
- If you misintroduce someone, you could try:
 - “Have you thought about changing your name to....?”
- It is better to misintroduce someone than not to introduce at all.

Remembering a Name

- Concentrate on introduction
- Repeat the name when you acknowledge the introduction
- Use association to try and remember
- Think of another person you know with the same name
- Come up with symbols pertaining to the name
 - Jane Wood, trees are made of wood, oak is a wood, my sister lives on Oak Street...

- Say it several times to yourself, breaking it into syllables
- Think of a rhyming action
 - “Larry has a beard that makes him hairy but not scary”... make sure to say it only in your head. ☺
- Go home and write down all the salient facts you can about that person on an index card to create a file (potential clients, single men/women)

“The high point of civilization is that you can hate me and I can hate you but we develop an etiquette that allows us to deal with each other because if we acted solely upon our impulse we’d probably go to war.”
 ~Stanley Crouch

NAME TAGS

Proper Placement

- Put the name badge four inches down from *right* shoulder.

Titles

- The only titles that go on a name badge are professional titles such as Dr. and Judge.

Partners

- Well-known partners can have just their name, unknown partners should also put their partner’s name in parentheses under their own.

Visiting Companies

- Attendees from other companies or areas can also put their company name and location on the badge.

HANDSHAKES

When?

- Shake hands when you meet and when you leave.
- In a group, shake with the host first.

How?

- Stand.
- Grasp the other person’s palm firmly for 3-4 seconds.
- Smile.

Exceptions?

- If both hands are full, saucy hands, etc., don’t shake.
- If person has a prosthesis or arthritic hands, place your hand on their forearm or upper arm while saying hello.

“It is generally agreed that ‘Hello’ is an appropriate greeting because if you entered a room and said ‘Goodbye,’ it could confuse a lot of people.”

~Dolph Sharp

CELL PHONES

Leave the phone in the car (or turn it off) when going to the movies, a concert, a restaurant, or a church service.

If you absolutely **MUST** answer a call, go somewhere you won’t disturb others.

Answer a business call with your first and last names.

When calling someone else, identify who you are and ask if it is a good time to talk.

BUSINESS CARDS

Uses

- Tell people who you are and how to reach you
- Forwarding agent attached to report, article, or newspaper that may be of interest to someone
- Gift enclosure with business gift

Handing Them Out

- Be selective
- Wait until a senior executive asks for your card
- Be discreet
- Avoid bringing them out during meals
- When at a meeting outside your office, hand the card to the receptionist, but wait for someone else in the meeting to initiate the exchange
- Only hand out cards in good condition, with name facing up
- Know how to hand out business cards if you’re working with clients from different cultures (especially Asia)
 - Standard practices by cultures and countries can be researched on the internet

Keep cards in a card holder rather than your wallet.

Do not put your picture on the card.

“Don’t reserve your best behavior for special occasions. You can’t have two sets of manners, two social codes - one for those you admire and want to impress, another for those whom you consider unimportant. You must be the same to all people.”

~Lillian Eichler Watson

BUSINESS TALK

“Business talk is not small talk!” according to Maria Everding. You might want to ask the person questions regarding these topics to get the discussion going: their name, where they live, where they’re from, where they work, their first job, where they went to school, path they have traveled to get where they are today, obstacles they’ve overcome, accomplishments of which they’re proud, and who helped them more than anyone else.

DO

- Use new words and expand your vocabulary
- Compliment
- Maintain good eye contact
- Establish a common ground
- Ask questions
- Be clear in what you say

DON'T

- Use jargon or slang terms
- Gossip or preach
- Interrupt or burst another’s bubble
- Be loud or talk too fast
- Go into too much detail or go on and on
- Finish others’ sentences
- Complain or monopolize the discussion
- Use overly academic-sounding words
- Correct others or humiliate them
- Try too hard to be funny
- Argue

“Nothing succeeds like the appearance of success.”
~Christopher Lasch

NETWORKING ETIQUETTE

“Etiquette is the invention of wise men to keep fools at a distance.”
~Sir Richard Steele

If you meet someone you’d like to network with, make the introductory call yourself.

Acknowledge networking favors.

Don’t forget the personal touch—build mutually beneficial relationships!

Never try to disguise a networking meeting as a job interview.

Remember, networking is a two-way street.

Never come off as aggressive and pushy.

Additional Networking Pointers:

- Clothing, behavior, and mannerisms show confidence level.
- Make direct eye contact and remember to blink.
- Good posture and confidence give the impression of competence and self-esteem.
- If you have an idea who will be there, make a list (mental or actual) of people you want to approach.
- Smile. Break out of your comfort zone. Mingle.
- Keep business cards handy just in case.
- Talk to strangers, introduce yourself with name and department, or name and company if you are from another company.
- Start with an opening question (“Where are you from?”).
- Carry drinks with your left hand, cocktail napkin underneath, so right hand is free to shake hands.
- Don’t monopolize, keep it to a few minutes, and keep mingling.
- Don’t question professionals for free advice.

EMAIL ETIQUETTE

- Address should sound professional.
- Include all contact info at the bottom of your e-mail.
- Run spell check—no less formal than regular mail.
- Save resume/CV with your name—not just resume.doc
- Double check that you are not sending a virus.
- Format documents in Word or RTF.
- Check e-mail daily.
- E-Mail Thank You notes?
 - Usually sent via regular mail.
 - Only if recruiter will be “on the road,” is a tech. type person, or if you’ll have second interview before handwritten note could reach the recruiter.

SOCIAL NETWORKING SITES

Employers and graduate school committees are checking Facebook, My Space, “Googling” your name, etc.

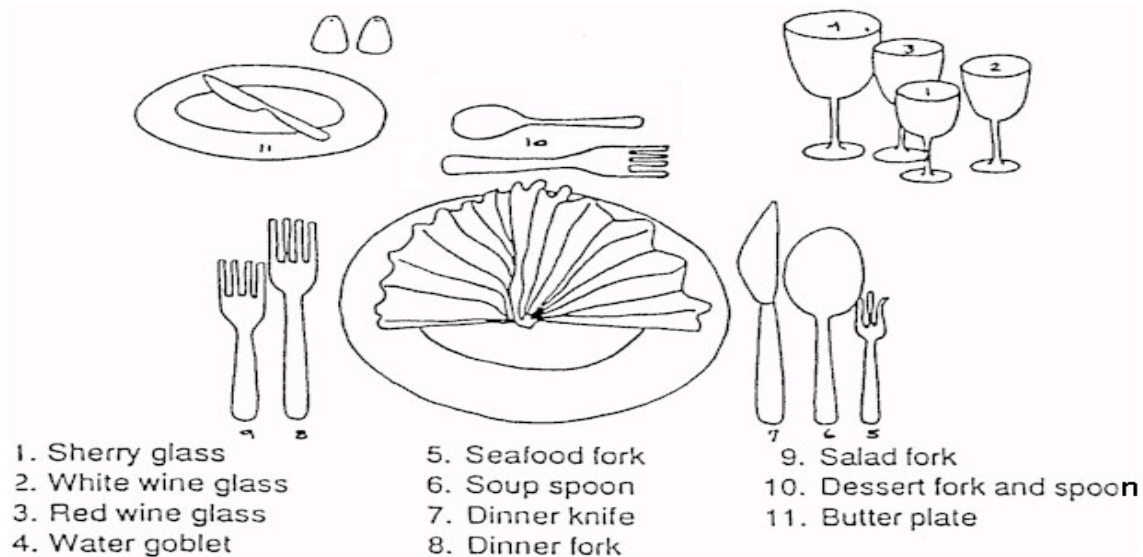
Either edit the content—written and photos—or change your privacy settings!

May work for you or against you—depending on content.

DINING ETIQUETTE

“The world was my oyster but I used the wrong fork”

~Oscar Wilde



“Manners are a sensitive awareness of the feelings of others. If you have that awareness, you have good manners, no matter what fork you use.”

~Emily Post

TABLE SETTINGS

Don't move place cards.

Use utensils from outside in.

Do not put a knife on the table once it has been used; rest it on a plate instead.

Serve from left, remove from right.

When in doubt, watch someone else.

NAPKIN

Place your napkin in your lap.

Blot your lips before each drink; lipstick or “whatever” on the glass is offensive.

When/if you need to get up, leave the napkin on the table rather than on the chair.

Leave the napkin crumpled on the table to signal the end of a meal.

AVOID

- Blowing your nose in your napkin. You can wipe your nose at the table with a tissue, but if you really have to blow like a foghorn, excuse yourself and go to the restroom.
- Licking your fingers. Use your napkin instead when eating finger foods.

ALCOHOL

Always offer.

- If the client declines, so should you.
- If the client accepts, but you do not want alcohol, you should order something from the bar anyway like orange juice or club soda with lime.

Upgrade your taste buds.

Know what’s in a drink and do not order something unusual, exotic, or an old college favorite.

It is appropriate to have 1 drink by the 3rd or 4th interview... but ONLY ONE!

Wine

- Connoisseur: if you have one in your group, defer to him or her to select the wine.
- If you are unfamiliar with wines, you can point to a price on the wine list and tell the wine steward you want “something from this area.” Your guests won’t know if you are talking about region or price.
- Cork: do not sniff or bite the cork unless you know what you are doing. Simply put it on your plate and taste the wine. Tasting is an acceptable way to tell whether it is a bad bottle of wine.

Champagne

- Traditional bubbly for toasting and celebrating.
- Buy the best you can afford; Brut is the driest designation for champagne.
- Glass of choice: a slim tulip-shaped glass, which is held by the stem.

Beer

- This generally goes better with heartier, casual meals.
- Ask what’s on draft or order a particular brand.
- Drink it from a glass.

DINING TIPS

“More business decisions occur over lunch and dinner than at any other time, yet no MBA courses are given on the subject.”

~Peter Drucker

- Keep pace with client; order the same number of courses as your guest.
- The host is in charge.
- If food is improperly prepared, the host should be the one to send it back for the guest.
- Unwanted objects
 - If it was not ordered, the host would send it back.
 - If it is a new item and you do not like the taste, too bad.

- Dropped item
 - Stays on floor, ask waiter for another
- Spills: offer to help clean up something you spilled, but do not embarrass everyone by being overly apologetic.
- Food that flies off your plate onto the table should be retrieved with your fingers and put on your plate, but not in your mouth.
- Runny nose: wipe with a tissue or excuse yourself to the restroom.
- When the check arrives
 - It should be face down
 - You can also prearrange payment by handing the waiter your credit card and ask that the receipt be mailed to your office. You can also try to set up an account at a restaurant you frequent and have the charges mailed to you.

AVOID

- Experimenting with new foods in a business situation.
- Difficult and/or messy foods.
- Taking medications at the table.
- Lipstick/primping.
- Toothpick. Excuse yourself to the restroom to remove unwanted items from your teeth.
- Ice crunching.
- Talking with food in your mouth.
- Sampling another's food.
- Using the water glass to clean fingers.
- Blowing on soup.
- Stacking plates.
- Asking for anything you don't see when dining at someone's home. If it isn't on the table, don't ask.
- Blowing out candles, unless they are on your birthday cake.
- Discussing diet.

ADDITIONAL ETIQUETTE TIPS

Voicemail message should sound professional.

Change your Caller Tunes or hibernate.

Absolute honesty in all correspondence.

Respect other's time.

Acknowledge a person's communication with you.

Return call with a call ASAP.

Be prepared and on time.

Respect deadlines.

PROFESSIONAL DRESS

CORPORATE IMAGE

“Clothes and manners do not make the man, but, when he is made, they greatly improve his appearance.”

~Harriet Ward Beecher

Here is a checklist of things to keep in mind when trying to look the part you want:

- Hair
 - Hair should be clean, professionally styled, and neatly combed. The style should complement your face shape. Keep the glittery clips at home.
 - Eyebrows should not be bushy, and nose and ear hair should be trimmed.
- Face
 - Women should wear makeup.
 - Men should keep their faces clean shaven.
- Hands
 - Fingernails should be all one length and polished/buffed for women. Men should keep nails buffed and trimmed to one length. Green, blue, and other obnoxious nail colors are unprofessional.
- Body
 - Shower and use deodorant.
 - Your favorite scent or aftershave is fine as long as only those close enough to kiss you can smell it.
 - Rinse with mouthwash after brushing your teeth.
- Clothing

- Keep it all clean and pressed.
- Polish your shoes.
- Pay attention to quality and fit of clothing.
- Accessories: quality is important, do not be stingy when purchasing. Keep proportion in mind, and especially for men, less is more. Make sure you are not violating the “Rule of 13” accessories, which includes buttons, jewelry, tie, scarves, belts, hair accessories, etc.
 - Tie
 - Jewelry
 - Belt
 - Handbag
 - Briefcase
 - Accoutrements

Note: *DO NOT* comb your hair, apply make-up, clip nails, or brush your teeth in public.

DRESSING APPROPRIATELY

- Appearance can work for or against you.
- Project the image appropriate to the desired position.
- Research standards.
- Neatness counts—attention to detail!
- Consider climate and season.
- How neatly you dress = how neatly you work.
- Avoid radical accessories/tattoos.
- Conservative is best.
- Design/art/fashion *may* be different.
- Dress comfortably, yet appropriately.

INTERVIEW ATTIRE

Men:

- Solid-colored suits are best: medium to dark blue and gray or subtle pinstripes.
- Dark dress shoes with dark socks.
- Facial hair should be well groomed.

Women:

- Basic colors are best.
- Pants *may* be worn to an interview—depends on organization and industry.
- Avoid low cut, too short, too tight.
- Be careful about the length of your hem.
- Always wear hose and closed shoes.
- Avoid anything in excess.

BUSINESS vs. BUSINESS CASUAL

*Always research the culture and standards of the organization in advance. Below are general guidelines.

MEN:

BUSINESS	BUSINESS CASUAL
<p>A two-piece suit in navy or another dark color.</p> <p>A tie in a simple pattern that matches the color of your suit.</p> <p>A button-down dress shirt.</p> <p>Polished dress shoes in a dark color.</p> <p>Leather Shoes.</p>	<p>Sports shirts w/collars or polo.</p> <p>Tailored denim/chambray shirts.</p> <p>Sport coats, blazers.</p> <p>Nice sweaters, turtlenecks.</p> <p>Slacks, Khakis, chinos, Dockers & cords.</p> <p>Loafers.</p>

WOMEN:

BUSINESS	BUSINESS CASUAL
<p>A neutral colored suit in navy or another dark color.</p> <p>A cotton or silk blouse.</p> <p>Panty hose in a nude or conservative color.</p> <p>Basic pumps with 1"-2" heels (No strappy sandals or platforms).</p> <p>Simple accessories (no larger than 13")</p>	<p>Casual skirts or dresses</p> <p>Tailored denim/chambray shirts</p> <p>Blouses, blazers, nice sweaters, turtlenecks</p> <p>Slacks, Khakis, Dockers & Cords</p> <p>Sleeveless: okay with jacket or cardigan</p>

DO NOT WEAR:

- Jeans
- Flip flops
- T-Shirts
- Hats
- Tennis Shoes/Sneakers