



TIMELY
RESPONSE






EVERY
day is
CUSTOMER
day



SERVICE
with a



A  customer is a   customer

REWARD
the customer



CUSTOMER SERVICE

Value the
customer's
OPINION



Deal EFFICIENTLY



with CUSTOMERS



LISTENING
to the
CUSTOMER



How may I
help you?



Is he or she



BTS

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Applied Business Etiquette & Protocol Standards

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Applied Business Etiquette & Protocol Standards

Introduction:

First impressions are often made within seven seconds of a meeting and are difficult if not impossible to change. This course helps you leave a great first impression. The course addresses how to deal with others in a business setting, taking into account differences in culture and region. Since business is often conducted over lunch or dinner, dining skills can also impact someone's opinion of you as a potential business partner. This course will give you tips on how to apply proper manners and business etiquette in many different settings. Many diplomatic incidents occur due to the personnel's lack of understanding of various protocol standards. In this course we introduce the international rules of protocol that need to be implemented during formal occasions and visits.

Who Should Attend?

Executives, Managers, Team Leaders, PR Managers, PR Assistants, PR Executives, PR Researchers, Marketing Assistants, Marketing Executives, Customer Relationship Management (CRM), Supervisors, Product Managers, Marketing Managers, Marketing Assistants, Marketing Executives, Business Unit Managers, Sales Managers, Customer Care Managers and Supervisors, Directors of Public Relations, Directors of Marketing, Senior Public Relations Managers, Company Directors, General Managers, Senior Managers, Engineers, Foremen, Analysts, marketing staff at any level in the organization, market research, loyalty scheme managers, Those in PR in public sector, private sector and not-for-profit organizations, Those in PR at the national, regional and community level, those working for international, global or supranational organizations, those who are keen on improving performance by taking their customers to higher levels of satisfaction, as well as customer service managers and supervisors interested in advanced customer service tools

Course Objectives:

By the end of this course, delegates will be able to:

- Behave correctly in both business and social situations
- Interact effectively with different types of guests
- Play the role of the ideal host at various functions
- Organize and manage events such as business luncheons and formal dinners
- Meet and greet important guests, clients and customers in a proper manner
- Deal successfully with the media
- Explain how to behave correctly in both business and social situations
- Describe how to interact and communicate effectively with different types of guests
- Demonstrate appropriate personal and professional conduct
- Plan VIP visits and formal occasions while executing the role of the ideal host
- Apply proper communication etiquette
- Implement different variations in protocol and etiquette from different cultures, nations and regions

Course Outline:

Office Protocol

- Office etiquette
- Understanding business etiquette

- Maintaining a professional appearance
- Cubicle and office etiquette
- Practicing cubicle etiquette
- Practicing office etiquette
- Office relationships
- Developing positive relationships with co-workers
- Avoiding rumors and gossip
- Developing relationships with superiors and staff

Definitions of Etiquette and Protocol

- The importance of etiquette in business
- The importance of protocol in business
- Applying the right behavior in different situations
- Creating the right image for your organization
- Image building and image management

Guest Relations

- Gaining guests' respect
- Understanding human relations
- Proper greetings and introductions
- Professional hand-shaking
- Giving business cards in a proper way
- People's names

The Ideal Host

- Key qualities of the ideal host
- Dealing with different types of guests
- Handling difficult personalities
- Dealing with guests' complaints
- Handling guests' complaints in a timely manner
- Perception and business relations

Managing Events and Behaviour

- The business meal
- Table manners at business lunches and business dinners
- Setting of the room and table
- Mistakes to avoid at business events
- Meeting guests at airports

Proper Communication Etiquette

- Phone etiquette
- Meeting etiquette
- Email etiquette

Handling the Media

- Dealing with questions
- Handling confidential information
- Effective public relations