

Business

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*The Best-Selling Business Etiquette Book With  
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'perception impact.'"**

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**"Powerful and thought-provoking."**

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**"Anyone who wants to make a great impression on coworkers  
or customers can benefit from the tips provided in this book."**

—Sheila Casserly, President, Celebrity Focus

What differentiates businesspeople from business professionals? Many individuals invest in their careers yet have no clue how to set themselves apart from their competition.

*Business Etiquette: 101 Ways to Conduct Business With Charm and Savvy* reveals both the unwritten and unspoken rules of success. It gives new hires and seasoned professionals alike those rather effortless strategies for climbing that slippery ladder of success.

You'll learn appropriate ways for:

- Introducing two people whose names you've forgotten.
- Determining when to send an e-mail vs. a "snail mail" follow-up.
- Managing coworkers who drop in your office without notice.
- Handling being put on the spot in a meeting.
- Playing the corporate hierarchy game with your boss and other higher-ups.
- Dealing with international hosts, colleagues, and customers.

*Ann Marie Sabath* is president of At Ease Inc., a nationally recognized protocol and etiquette firm. She has trained more than 90,000 individuals at companies such as Fidelity Investments, Monster.com, Deloitte & Touche, and Marriott International. The first and second editions of *Business Etiquette* have been recognized by the Oprah Winfrey Show, the *New York Times*, and *Entrepreneur* magazine.

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THIRD EDITION

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# BUSINESS ETIQUETTE

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*101 Ways  
to  
Conduct  
Business  
With  
Charm and Savvy*



ANN MARIE SABATH

Our client companies who have requested us to reinforce to their teams the importance of doing business with charm and savvy.

My *Cincinnati Downtowner* newspaper readers, who have submitted questions about their own business courtesy dilemmas.

Our many business-etiquette hotline callers, who allow us to assist them in overcoming their moments of hesitation.

Our certification graduates, who assist our organization in preparing present and future business leaders to live by The Golden Rule.

# Contents

## Introduction

Why You Need This Book

11

1

Opening Moves:  
Making Initial Encounters Work

21

2

Business Dress 101:  
Handling Attire Problems in the Workplace

35

3

Correspondence:  
Putting It Down in Black and White

45

4

Sound Advice:  
Making the Right Phone Impression

65

5

Cubicle Protocol and Time Management:  
Functioning Well in the Office

89

6

Meetings:  
Getting It All Together

105

7

VIPs:  
Dealing With Key Decision-Makers

115

8

Unfamiliar Settings:  
Handling Social Situations

123

9

Off the Beaten Path:  
Coping With Challenges

133

10

Common Questions

147

### **Appendix**

International Etiquette

157

Bibliography

179

Index

183

## – Introduction –

# Why You Need This Book

When this book first came out in 1998, electronic and wireless communication technology was, in most settings, an occasional business tool at best. Today, it's the way we do business.

In 1998, cell phones were still called “mobile phones,” and they were usually found in vehicles; today, they are personal accessories that leave us feeling unprepared when we forget them or misplace them. In 1998, e-mail was something you checked once in a while, or perhaps two or three times a day if you were really compulsive. Nowadays, people spend the entire workday sending and receiving e-mail, either at work or via a “smart” phone, and e-mail has all but replaced “snail mail” as the primary means of written communication. In 1998, voice-mail systems were attached to office and home phone lines rather than to cell phones; they served as a backup means of communication. These days, voice mail seems to be the main vehicle by which we hear our customers, clients, and (for the ever-larger groups of people who work at home), even our coworkers.

There have been other changes, as well. For instance:

- Because face-to-face contact seems, for many workers, to have become rarer and rarer, there's