

# Business Etiquette

Corporate Training



*Note the topics included in the business etiquette seminar.*



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## Outclass the Competition Business Etiquette

Cheryl Samusevich - Etiquette Solutions

First impressions are formed constantly, most of the time without your knowledge and often without you saying a word. It takes five seconds to make an impression -

while you should be judged by your innate worth, it is often a first impression that determines whether someone will take the time to let you reveal it.

Are you looking for a way to improve civility and business manners in your workplace? Have you noticed a decline in the professional behavior of your office executives and staff?

Business Etiquette training will allow your company to Outclass the Competition by utilizing proper etiquette and protocol in the workplace. You will learn the secrets of personal power with your customers, teams and coworkers.

Cheryl Samusevich, a corporate etiquette and international protocol consultant, hosts seminars for executives who want to outclass the competition with the best business etiquette, dining skills and international protocol.

Ms. Samusevich is trained and certified by The Protocol School of Washington®. She has a Bachelor's Degree in Education from The University of Nebraska at Kearney with over fifteen years of teaching experience and over twenty years of experience in sales and marketing.

*Business Etiquette training includes the following topics:*

### **Competitive Edge**

How to enter and work a room  
The correct way to shake hands  
Proper introductions  
Eye contact  
Remembering names  
Business card usage

### **First Impressions are Eternal**

Dress for success  
Business casual guidelines  
Your image wins  
Listening skills  
Business letters vs. notes  
Value of 3, 24 & 5

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*“Leadership skills you can implement immediately.”*

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### **Communication Savvy Speaks Volumes**

The receptionists answer  
Telephone skills  
Voice mail techniques - call back rule  
E-mail for today's communication

### **Comments from past seminar attendees:**

*"A super program that works with good companies and makes them great!"*

John Kuchta, President - Solution One

*"Unique, helpful ideas for making a good impression....one of the best seminars for practical ideas."*

John Herdzina, Esq.- Abrahams Kaslow & Cassman LLP

*"The Outclass the Competition seminar is very relevant to day-to-day business."*

Lynn Leffert, CEO--ACTON Marketing, LLC