
Cheryl Samusevich



Cheryl Samusevich, a corporate etiquette and international protocol consultant, hosts a series of 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.

First impressions about you are formed constantly, most of the time without your knowledge and often without you saying a word.

As the new millennium takes hold, with all the excitement and opportunities it brings, society is changing. Civility is fading away. People are concerned that manners are taking a nose dive, and as a result, etiquette and protocol training has become an escalating trend.

Class, how to get it and how to use it, is the hot topic in corporations worldwide. It is something that top management keeps in mind when promoting employees to key positions, particularly those positions involving interaction with persons outside the company.

Schedule yourself in a seminar and you will learn the secrets of personal power with your customers, teams and coworkers.

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Etiquette Solutions

Outclass the Competition



Etiquette Solutions



Etiquette Solutions

Outclass the Competition Business Etiquette



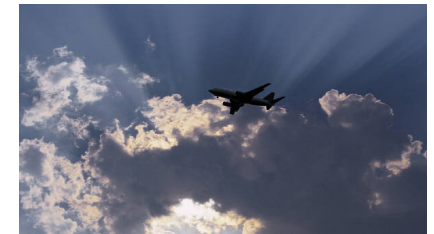
Leadership skills you can implement immediately to help you project confidence and authority.

Outclass the Competition Dining Skills



Actions speak louder than words - dining etiquette will give you the advantage in all situations.

How to Succeed in the International Arena



Sensible strategies to broaden your global awareness.

What you do not know can kill your career. It takes only 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.

Use protocol intelligence, the key component in any business situation and ultimate business tool. Learn how to enter and work a room, networking, the correct way to shake hands, proper introductions, eye contact, remembering names and business card usage.



These are all components of the competitive edge. How you handle yourself and motivate others is a critical factor in the longevity and advancement of your career.

This three hour seminar can be combined with the dining skills seminar for a full day session.

The world is experiencing a rapidly expanding global economy. In this competitive atmosphere, good dining skills are a must. Whether you are conducting business abroad or entertaining clients here in the U.S., your manners, especially your table manners are very important to executives.

Master business entertaining, receiving lines, host and guest duties, seating guidelines, styles of eating - American and Continental, toasting, silverware savvy and place setting maps. Dining formulas for success.



This seminar prepares you for every social occasion where business may be promoted or conducted. An on-site tutorial luncheon or dinner will be served.

This three hour seminar can be combined with the business etiquette seminar for a full day session.

International protocol is vital in today's global economy. You can use protocol and personal diplomacy to tip the scales in your favor no matter where you conduct business.

Acquire the polish of a knowledgeable, world-class executive. Learn rank and status awareness, business card protocol, customs and terminology, business introductions, forms of address, eye signals, handshakes, communication styles, cultural awareness and other personal diplomacy.



This seminar is for anyone whose job requires communicating, negotiating and socializing in the global marketplace.

Each participant at this full day seminar is provided an illustrated workbook to keep as a reference guide.