

# Business Etiquette Workshop

## 商務禮儀入門

MEDIUM : Cantonese COURSE CODE : BEW

In the business world, people with good etiquette are rewarded for possessing professional and good etiquette skills. Good business etiquette is the recipe for advancing one's career. Etiquette is a set of unwritten rules that apply to social situations, professional workplaces and relationships. Mastering good business etiquette is a valuable skillset that will make one stand out from others, enhance one's chances of success and smoothen customer relationship that ultimately help boost business bottom-line. **This program can help participants act professionally and exercise proper manners to create a memorable impression for business success.**

After attending this program, participants will be able to :

1. Dress in an appropriate and respectful manner for different business occasions
2. Apply business etiquette to convey subtle message and professionalism during interactions with clients
3. Demonstrate effective self-introduction, introduction of others and small talk
4. Successfully navigate a business lunch to build rapport with clients
5. Apply the action items to enhance personal professionalism

**Methodology** *Lecture, demonstration, discussion ad reflection, role plays, checklists and case sharing*

**Target Audience** Frontline staff and client-facing executives who need to meet with external parties including customers and business partners

### Course Outline

#### 1. The definition of professional behavior and standards for appearance

- Appropriate behavior in workplace
- Dress code for different business occasions
- Business body language and voice

#### 2. Communication Etiquette – Saying and Doing the “Right” Things

- A dynamic self-introduction
- Introducing others
- Listening skills
- Telephone etiquette
- Email etiquette

#### 3. Social skills required for business and social occasions

- Networking events
- Business meetings
- Business meal meals

#### 4. Dining etiquette

- From casual buffets to formal dinners
- The norms of Western and Chinese dining etiquette

#### 5. Conflict resolution

- Apply etiquette in difficult situations
- Tips for trickiest business entertaining situations