

SAT 28 OCTOBER 2006, Page 02



MR STYLE JON-MICHAIL

**COURTESY AND  
MANNERS ARE YOUR  
STOCK IN TRADE**

GOOD manners might go un-remarked, but bad manners are not forgiven.

Salespeople used to epitomise good manners. But something has gone wrong with Generations X and Y. But don't blame them - the Baby Boomers haven't demonstrated the leadership to teach them what to do.

To transact business and to communicate more effectively we need to recognise that business etiquette is an essential tool that opens doors like nothing else.

By being consciously aware of courtesy, you may find you adopt a more formal approach than that currently employed in your work culture. In today's society there is a tendency to promote the cult of celebrity and informality. But while this may work in the entertainment world, in business the trend is still towards good manners. Steer clear of anything that screams "bad taste".

The following 10 tips will help enhance your presentation with clients.

1. Be punctual – **ON TIME**
2. Wear contemporary classic and modest business attire
3. Be business-card savvy – never run out of cards
4. Do your homework
5. Make sure you have the proper introduction
6. Remember names
7. Be sensitive to the differences within cultures
8. Keep your mouth shut, listen and be discreet
9. Spend time on their people, develop relationships
10. **ALWAYS** send a thank you card or note



STOCKIST: HAGEMEYER

As a reminder always to be on time, why not invest in a distinctive (but not ostentatious) watch? It may celebrate a particularly lucrative deal and constantly remind you of the importance of time. It will also send a message about your style.

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