



Unit 7

The Etiquette of Business

Part 1 Lead-in Exercise

1. Vocabulary building: Match the Chinese words on the left column with their appropriate English expressions on the right.

1. 欢迎宴会

2. 庆功宴

3. 敬您一杯!

4. 不虚此行!

5. 举行谈判

6. 情况介绍

7. 小组讨论

8. 谅解备忘录

9. 密切注视

10. 双方商定的议程

1. Panel discussion

2. Welcome dinner

3. Presentation

4. Memorandum of understanding

5. Schedule mutually agreed upon

6. Glee feast

7. Keep close watch on

8. Here's to you!

9. Enter into negotiation

10. It's a rewarding trip!



2. Do you know how to behave in the following situations? Choose one you think appropriate and discuss with your partners why you choose them.

1) One of the most ill-mannered things to do at a business meal is().

A. ordering a lot of food

B. smoking while the others are eating.

C. setting up business papers on the table

D. using a cell phone

Answer : D



2) When you have a business meeting in the UK, you should ().

- A. get down to business straight away**
- B. spend an hour introducing yourselves**
- C. avoid talking business immediately**
- D. spend time eating and drinking and getting to know each other**

Answer: A



3) You have a meeting with a client but are expecting a call. You should ().

A. make sure your cell phone is charged up and turned on

B. set your cell phone ring volume to high to ensure you hear any calls

C. turn your cell phone off or set it in mute mode

D. tell your client you are expecting a phone call

Answer: C



4) When you receive someone else's business card you should ().

- A. immediately put it into your back pocket**
- B. immediately pass them your business card**
- C. look at the card but say nothing about it**
- D. look at the card and acknowledge it**

Answer: D



5) What should you do if you see someone at a business event that you have met before, but you can't remember their name?

A. ignore the person

B. introduce yourself, apologize for not remembering their name but say where you met them before

C. walk up to him or her and say, "Hi, mate!"

D. try to find out the person's name from others at the event and then introduce yourself.

Answer: B



6) When expressing thanks to a business client who has given you a gift, you should ().

A. send an e-mail because it is faster and more efficient

B. send a handwritten note

C. call within 72 hours

D. a verbal thank you is enough

Answer: B



Part 2 Business Etiquette

“Etiquette would not seem to play an important part in business, and yet no man can ever tell when its knowledge may be of advantage, or its lack may turn the scale against him.”

--Emily Post, 1922

Etiquette, and in particular businesses etiquette, is simply a means of maximizing your business potential by presenting yourself favorably.



1. Making Appointments

2. Business Dress

3. Office Etiquette

4. Communications

5. Business Meeting



1. Making Appointment

▲ Ahead of time...

Prior appointments are necessary. Appointment should be made at least a few days in advance and, ideally, confirmed on arrival. Most businessmen in western countries tend to decline to meet a visitor even at relatively short notice.

▲ Avoid these time...

It is better to avoid July and August when those with children are almost obliged to take their annual vacation. Easter is also popular for holidaying and there are two Bank Holidays in May that may catch the unwary visitor. And don't try to make an appointment between Christmas and New Year.

Bank holiday: the first Monday and the last Monday in May.



▲ Time to arrange the appointment

The easiest times of day to arrange an appointment are probably mid-morning and mid-afternoon. Breakfast meetings are rare and it is unlikely that an initial meeting will involve lunch (or dinner).

▲ Be punctual

One-to-one meeting

Punctuality is appreciated but no one really minds if you arrive a little late (up to 15 minutes)

Group meeting

Be sure to be punctual, since others might have another engagement to attend.


Social events

Don't be so promptly. Aim to arrive a respectable 15 minutes after the specified time. Say, a dinner invitation states "7:30 p. m. for 8:00 p. m.", it means you will be expected at about 7:50 p. m.



2. Business Dress

- ▲ No matter what your age is your business attire should be **as professional as possible**. Avoid clothes that are the latest fashion and choose a more **conservative look**.
- ▲ Wear clothes that are **comfortable**, that do not ride up or bind. Dress to suit your personality while keeping in mind professional standards. Since when you feel comfortable you will feel more at ease and will be able to attend to business.
- ▲ Your blouse should fit well. Be sure it is the **correct size**, is not tight and does not gap.

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- ▲ Keep your **hemline conservative**, about one to two inches above the knee. This length is not only more attractive but a length that suits all woman.
 - ▲ When attending business activities, keep **business cards** in your pocket for easy access. This will allow you to present your card easily without having to search through handbags and briefcases. Remove the cards at the end of the day and keep them in a cardholder to ensure they stay in great shape.
 - ▲ Don't overfill **your briefcase** or handbag and create a disorganized look. To carry files and business materials **in order**.



3. Office Etiquette

While certain procedures may seem awkward or wasteful to you as you begin working in a new environment, resist the urge to make immediate changes. The following are principles we should keep in mind.



- ▲ **Discover how things are done and why. Observe how others answer the telephone, dress, decorate desks or office space, snack on the job, circulate memos, etc.**
- ▲ **Establish in your mind other people's priorities before asserting your own. Any changes you initiate will have more validity after you have familiarized yourself with the customary procedures.**



- ▲ **Whatever your position, a “thank you” is necessary, no matter how small the task or favor is.**
- ▲ **It is generally considered polite to hold a door open (or give it an extra push open) rather than let it slam in the face of someone following you. If someone opens or holds a door open for you, you must always thank them.**

4. Communications

- ▲ **Offer a firm handshake, lasting 3-5 seconds, upon greeting and leaving. Maintain good eye contact during your handshake. If you are meeting several people at once, maintain eye contact with the person you are shaking hands with, until you are moving on to the next person.**
- ▲ **Introductions include one's title if appropriate, or Mr., Ms., Mrs., and the full name. Business cards are generally exchanged during introductions. However, they may be exchanged when one party is leaving.**



5. Business Meeting


Business meetings are one arena in which poor etiquette can have negative effects. By improving your business meeting etiquette you automatically improve your chances of success. Comfort, trust, attentiveness and clear communication are examples of the positive results of demonstrating good etiquette. Here are 5 tips to make sure you are a superstar in the meeting.



- ▲ **Be on time. Be early.** Arriving late is not only rude to your boss, your meeting leader, yourself, but it is also rude to the other participants. Why? Because it often requires attention being moved from the topic of discussion to the rude late-comer shuffling in.
- ▲ **Avoid electronic distraction.** Unless you are invited to record or take photos and videos of the discussion—keep your cellphones and other distractions turned off. If you need your PDA function for note taking—silence it.



▲ **Prepare to be productive.** If you were given a meeting agenda before hand, study it and know your opinion on key points before the meeting begins. Know the news of the day and how it relates to your company, and the meeting topic. If called on, don't be afraid to take a beat to collect your thoughts before speaking your mind. The more prepared you are beforehand, the more you appear unflappable and an asset to the group.

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- ▲ **No sign of Gum.** Never chew gum in a professional meeting. If they can notice it—it's rude.
 - ▲ **Pay attention as your career depends on it. Take notes and pay enough attention** that you could sum up the key points for colleagues that were unable to attend.



A photograph of an office interior, specifically a meeting room. Several black leather office chairs with armrests are arranged in a row, facing away from the camera towards a long wooden conference table. On the table, there are some papers and a blue glass. The room is brightly lit by a large window in the background, which is out of focus. The entire image is framed by a large, semi-transparent blue circle. The text "Thanks for your Attention!" is overlaid in white, bold, sans-serif font at the bottom center of the image.

Thanks for your Attention!