

Never Sit on a Business Card: What You Didn't Learn in College or Even From Your Mother

Get tuned into rules and tools for unparalleled success when doing business in Des Moines, Delaware, Denmark and beyond.

It's not enough simply to remember to say please and thank you, or even just to shake a client's hand at the end of a meeting. Whether you realize it or not, each day you send distinct signals about your business savvy. Seemingly insignificant gestures can send you down the road to success – or, conversely, hurl you spiraling down the wrong path. To find out where you stand, try your hand at these stumbers:

- If you're a male having a business lunch with a female client, should you pull out the chair for her?
- Why did the American on business in Asia and arriving in a white limousine get shunned back stateside?
- What are three lethal moves when accepting business cards? (*Hint: don't put them in your pocket. See title above.*)
- For toasts, in what situations should you take a sip? Raise your glass? Do neither? Should you clink glasses?
- Why did an IBM job candidate get the boot during lunch just for sprinkling a little pepper on his paprikash?

The answers to these questions may not be as simple as you think. It could be devastating to your company and your image if you handle these – and countless other everyday situations – the wrong way. It's not about being prim and proper; it's about giving yourself a decided business advantage over your competition – be that your **peers** (when you're up for a promotion), **clients and prospects** (to single you out as the supreme businessperson you are) and prospective **employers** (when you're vying for a once-in-a-lifetime dream job). Did you realize that 85 percent of your job success is connected to your people skills? Technical skills and knowledge count for a mere 15 percent.¹

Perhaps the best in the world at handling tough business situations are ambassadors of the United States. And now, for the first time in Iowa, you have the opportunity to take the very same training our ambassadors and senators do – it's called *Outclass Your Competition*. The Washington D.C. Institute of Etiquette and Protocol offers its graduate and Certified Corporate Etiquette and International Protocol Consultant, Deborah Rinner, for public and corporate courses designed to facilitate personal and business growth. Rinner is employed by Tero International, Inc., a West Des Moines-based leader in corporate training and development, serving prestigious clients such as Wells Fargo Mortgage, Pella Corporation, Maytag Corporation and Kemin Worldwide. Tero International offers vital courses in presentation skills, leadership, time management, goal setting, teambuilding and interviewing skills, to name a few.

"I needed *Outclass Your Competition* because although I have been exposed to etiquette guidelines, rules have changed, and I was unaware of how to apply them in different cultures," says Fred Glick, President of the Iowa Bankers Association. "In learning how to grow my business through effective communication, I realized it was also important for every staff and association member to have this training. It's just vital to business," Glick continues.

And others in the Des Moines business community agree. "We've had two sessions of *Outclass Your Competition* and both seminars were completely booked immediately after they were announced," says Rowena Crosbie, President of Tero International. "We have seen such an incredible response from people taking this class," Crosbie smiles. "It's so rewarding to know that we're helping central Iowa businesses be prepared to handle any business situation."

In addition to *Outclass Your Competition*, Tero takes it up a notch with their executive retreats, in which current and upcoming business leaders and their spouses learn the art of dining etiquette and international protocol during a luxurious weekend with a five-course meal, cocktails and elegant accommodations. For more, visit www.tero.com. To attend or plan a seminar or retreat, contact Tero International at 515/221-2318 or training@tero.com.

###

1. Results from a collaborative study by Harvard University, The Carnegie Foundation and the Stanford Research Institute