Business Etiquette and Professionalism

(Recommended 2-day Instructor-Led Course)

Course Overview

The CBP™ Business Etiquette and Professionalism Certification develops the concept of business etiquette and the proper etiquette practices for different business scenarios. You will learn the etiquette requirements for meeting, entertaining, telephone, and internet business interaction scenarios.

Additionally, the CBP™ Business Etiquette and Professionalism certification module addresses etiquette challenges when doing business in a multi-cultural environment.

Who Should Attend

This course is recommended for human resources, business leaders, senior executives, managers, supervisors, and front-line workers.

Prerequisites

This course is designed for the student who has little or no experience.

Course Materials

Students will receive an official course manual for post-class reference and review.

Certification Preparation

This course prepares candidates to take the Certified Business Professional exam - **C40-509**

Follow-up Courses

☐ Leadership
☐ Customer Service
☐ Sales
☐ Business Communication

Course Outline: CBP™ Business Etiquette and Professionalism

Module 1: Introduction to Business Etiquette

- Introduction to Business Etiquette
- The ABC's of Etiquette
- Developing a Culture of Excellence
- The Principles of Exceptional Work Behavior
- The Role of Good Manners in Business
- Enduring Words

Module 2: Greeting and Introductions

- Guidelines for Receptionists
- Making Introductions and Greeting People
- Greeting Components
- The Protocol of Shaking Hands
- Introductions
- Introductory Scenarios
- Addressing Individuals

Module 3: Meeting and Board Room Protocol

- Guidelines for Planning a Meeting
- Before the Meeting
- On the Day of the Meeting
- Guidelines for Attending a Meeting
  - For the Chairperson
  - For Attendees
  - For Presenters

Module 4: Business Ethics

- Ethics in the Workplace
- The Challenge of Business Ethics
- Creating an Ethical Compass
- Business Ethics Advantages
- Ethical Issues
- Preventing Sexual Harassment
- Conflict Resolution Strategies
- Choosing the Appropriate Gift in the Business Environment

Module 5: Entertaining Etiquette

- Planning a Meal Meeting
- Issuing Invitations
- Business Meals Basics
- Basics of Table Etiquette
- Holding & Resting Utensils
- Business Dining Etiquette
- Multi-cultural Highlights
- Specific Food Etiquette Guidelines

Module 6: Telephone Etiquette

- Cell Phone Etiquette
- Telephone Etiquette
- Mastering the Telephone
- Answering the Telephone
- Active Listening
- Putting Callers on Hold
- Transferring a Call
- Screening Calls
- Taking a Message
- Voice Mail
- Closing the Call
- When Making Calls
- Handling Rude or Impatient Callers

Module 7: Internet and Email Etiquette

- Internet Usage in the Workplace
- Email Issues
- Netiquette
- Online Chat Issues
- Online Chat Guidelines

Module 8: Business Attire and Professionalism

- Business Style and Professional Image
- Dress Codes
- Guidelines for Appropriate Business Attire
- Grooming for Success
- Multi-cultural Dressing

Module 9: Disability Etiquette

- Disability Etiquette Introduction
- Basic Disability Etiquette Practices
- Courtesies for Wheelchair Users
- Courtesies for Blind or Visually Impaired
- Courtesies for the Deaf
- People with Speech Impairments

Module 10: Multi-Cultural Challenges

- Multi-cultural Etiquette
- Examples of Cultural Insensitivity
- Cultural Differences and their Effects on Business Etiquette
- Cultural Highlight: United Arab Emirates
- Cultural Highlight: China
- Cultural Highlight: India