

# THE TOTAL PACKAGE

## “Be Your Best”

### Business, Professional & Personal Etiquette

#### *Experience more success more often*

- Dress for Success
  - Professionalism - No Excuses
  - For Men
  - For Women
  - Promote Energy, Enthusiasm, and Confidence.
  - Be Your Best Internally and Externally.
- Actions for Success
- Eating for Success
- Present Yourself for Success

#### *Communication/Conversation*

- Effective Telephone Techniques
  - Voice Mail
  - E-mail
  - Cell Phones (To Beep or Not To Beep!)
  - The Spoken Word
  - The Written Word – Correspondence
- Non-Verbal Communication

#### *Building A Professional Environment*

- The Office
- Meetings
- Away From the Office
- Professional Reputation
- Model the Way
- Credibility
- A Class Act
- Dining Manners

#### *A Blinding Flash of the Obvious*

- Little Things Make a Big Difference

*Putting It All Together*

- Image – “IM A Genuine Expert”
- Master – Be A Master At What You Do!

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