

Auszubildende

Business etiquette - With style and personality to success!

Initial situation:

Personal charisma, mastery of modern rules of society and the knowledge of proper communication contribute to your personal success in professional life. This knowledge should be trained and developed, because professional competence is often questioned by uncertainty in social circles.

Target:

This seminar will refresh your knowledge of contemporary forms of behaviour and communication. You will get tips for your appearance and practise how to confidently approach a customer. You will learn how to get more acceptance from your business partners, employees and customers.

Contents:

- The first impression as a success factor: approach confidently, be taken seriously
- Components of an optimal appearance: dress code and stylistic questions
- Introduce-Welcome-Announce: How to make contact convincingly and appealingly
- The successful restaurant visit: How to use a business dinner for relationship building
- Small talk: How to create impact and convey appreciation to your business partners
- Designing customer meetings
- Dealing with delicate or difficult situations
- Etiquette at work: What applies today – less phrases – more facts
- How to convey “hard” facts in a customer-oriented manner
- Etiquette for the digital world: 7 criteria you should consider
- Behavioral rules in conversation with difficult customers