

Protocol Consultants International

Protocol University

2017 Course Syllabus

I. PROGRAM:

1. *Professional Presence*/First Impressions - Business Etiquette
2. Presentation Skills
3. Telephone Skills and Telephone Techniques
4. Conducting Business in a Social Setting; *Dining Savvy*
5. International Protocol Awareness

DESCRIPTION: Regardless of discipline, we are all in the “people” business. The key to rebuilding relationships and forging them in our business and personal lives is *Professional Presence* and knowing that *nuances* matter. As a future Protocol Trainer/Consultant representing one of the most established and respected, world class organizations, the highest levels of conduct and standards of excellence in all areas of people skills and client relations are expected. Protocol University examines and presents key concepts related to *Professional Presence*, Networking, Presentation Skills, Conducting Business in a Social Setting, Dining Savvy, International Protocol Awareness, Behavioral Styles, and more.

DATES: Each program is completely custom-tailored according to time, content, audience.

LOCATION: Mutually agreed upon location in Massachusetts area, based on your convenience.

CLASS SIZE: All classes are private or, semi-private. Should there be additional individual/s in your Protocol Certification program, they will be individual/s from your firm or, those whom you have recommended to assist in your training efforts.

MEALS: A continental breakfast will be provided daily; lunch: on own.
Dinner: provided day two, during our *Dining Tutorial*.

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INVESTMENT: \$9,995 per person, inclusive of all FIVE (5) core competencies, as listed.

TRAIN THE TRAINER: Pricing is contingent upon number of individuals anticipated to be trained. Fee: \$9,995 per person for the first person. Should a second individual be trained a 10% discount will be applied e.g. \$999.50 and should a third individual be trained a 15% discount will be applied e.g. \$1,499.25.

*We recommend a minimum of two people enroll in Protocol Certification in order to work together and help reinforce program content, goals and objectives.

ONLINE CORPORATE TRAINING VIDEOS: We will provide Protocol Certification candidates unlimited access to our new online corporate training videos for up to one year. We will provide their students unlimited access to online training videos for a set rate, based on number of individuals expected to access the online training.

As a value-added benefit, Protocol Certification candidates will have direct access to Judith Bowman for the year.

DEPOSIT: A 10% (\$995) deposit per person, will serve as your reservation. This deposit is non-refundable unless you are not accepted into the program by Protocol University.

PAYMENT POLICY: Candidate is billed 50% i.e. (\$4,997.50) installment fee, due upon acceptance into this program. The remaining balance i.e., (\$4,997.50) is due on final program day.

CANCELATION POLICY: Should we receive notice of cancellation two weeks or more in advance of booking date, client will be responsible for the deposit of \$995 and the installment fee \$4997.50 USD. Should we receive less than two weeks notice of cancellation, client will be responsible for 100% of program fee.

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I. Professional Presence/First Impressions - Business Etiquette

The following topics will be covered:

Professionalism, Networking .. Image

Developing and Maintaining Relationships – internally and, externally.

Communication Skills and Non-verbal Communication

1. **Handshaking** - History, various handshaking styles and the correct professional handshake.
2. **Introductions** - The appropriate manner to execute a business versus a social introduction.
3. **Eye contact** - The crucial nature of eye contact and various forms of eye contact.
4. **Presence** - The myth of confidence being inbred versus learned.
5. **Body language** - How your body reveals your secrets.
6. **Remembering names** ... and *using* them! ... What to do when you forget.
7. **Name badges** -How they are worn most effectively.
8. **Correct Professional Standing Positions** - including sitting, turning, and walking.
9. **Personal Space**. Know your comfort zone and respect that of others.
10. **Conversation skills** - Conversation as an art form; know what to say and when.
11. **Small talk** - There is nothing small about it.
12. **Active listening skills** - How to be an active listener.
13. **Business card protocol** - All you need to know about business cards and their use.
14. **Networking** - The most effective use of contacts you may not know you have.
15. **How to work a room** - Capitalizing on attendance at business/social events.

Professional Presence/First Impressions - Business Protocol (Continued)

16. **Responsibilities at events** - The value you will receive from being an active participant.
17. **Initiating, cultivating and maintaining relationships** – with peers, management, clients.
18. **Keeping individual client records and, follow-up** - Important details that can make or break relationships.
19. **Preparation** - Questions to ask and anticipate.
20. **Attitude; professionalism** - Developing a personal style to help achieve your business goals.
21. **Getting the Meeting** – How to get the impossible meeting with the much sought-after client ... nuances from the reception area to the meeting room.
22. **Boardroom etiquette** and protocol – including seating, business card exchange, hands – on the table or in your lap? ... and more.
23. **Sitting and Seating** – how, when, when, where, why and who is seated first?
24. **Professional business attire** - how to dress for yourself and for success.
25. **Personal notes and thank you notes** - Who, What, When, Where and How?
26. **Stationery** - Crucial nuances that make forever impressions.
27. **E-mail Etiquette** – Best Practices.
28. **Cell Phone Etiquette** – Common faux pas and awareness of correct cell phone protocol will be addressed.
29. **Behavioral Styles**

We will review the impact of *Behavior*, understanding behavioral styles, including identifying your own behavioral style, evaluating other's style and knowing how and when to adapt, so as not to clash in order to help build a solid foundation for a positive relationship with clients and prospective clients, management and peers; understand your own and how it relates to interactions with others.

Professional Presence/First Impressions - Business Protocol (Continued)

30. Awareness of the **Three Selves!** ... and *Perceptions!*

31. **Questions and Answers** - Unusual situations which arise and how to deal effectively.

32. **Faux Pas in business etiquette** - The most frequently made mistakes and how to recover.

Conclusion - How the nuances of business protocol can help transition you from just “Fine” to *Fabulous!*”

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II. Presentation Skills

We all ‘present every day and, as we all know. “The Presentation is ... *Everything!*”

Remember your goal: convey your message by relating to your audience.

And, every audience is different. Your ability to relate to, deliver and adapt, in order to convey information, is key. Most people believe the verbal aspect of what you say is most important, and it is important to verbally express yourself well and, own your material however, 55% is led by visual. Herein, we will emphasize preparation, as a pre-requisite to any successful presentation. Topics include the following:

- Arriving in advance
- Active Listening Skills
- Attire
- Effectively Presenting Ideas
- Marketing Material ... “props”
- Profiling
- Voice
- Hands & Gesturing
- Body Language
- The Professional Stance and, other options
- Eye-Contact
- Opening a Presentation
- Three—part Transition Statement
- Face-to-Face “Selling”
- Literature
- Handling Objections
- How to Answer a Question
- Graciously Concluding

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III. Telephone Skills and Telephone Techniques

Time, travel and cost consideration today, suggest more business is being conducted – pitched, countered and closed by Inside Sales Professionals. Therefore, having a command of the telephone and, making the telephone come alive and “work” for you, is critical. Herein, we cover the following:

- Preparation
- Making cold-calls
- Making conversation
- Remembering names/voices ... and using them!
- Voice including tone, diction, grammar, enunciation
- Eliminating interruptions
- Answering the telephone and, screening calls
- Props
- Use of hard-working words and word tracks
- Adapting to your client
- Making/taking personal client notes
- Energy
- Enthusiasm
- Knowing when to ‘walk away!’
- Handling difficult callers/clients
- Closing
- Phrases to avoid/winning phrases to use
- *Nuances*
- Q&A’s
- Separate *Assessment Quiz*

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IV. Dining Savvy ... Conducting Business in a Social Setting

DESCRIPTION: Most final job interviews and much business is conducted over the table - breakfast, lunch and dinner where relationships are either strengthened or shattered as a result of something you may (or may not) have done at the table. Our *Dining Savvy* program examines everything from invitations to desert and everything in between. A luncheon or dining tutorial is scheduled and the following topics covered:

- *American and Continental Styles* of eating
- Silverware
- Silent service code
- When to begin eating - at what point/signaled by whom
- Host/Co-host/Guest responsibilities of business entertaining
- Toasting; the two types of toasts
- the person of honor
- Table talk - conversation
- Napkin etiquette
- Body language/posture at the table
- Bodily functions at the table
- China and crystal
- How to hold various glasses
- Soup etiquette
- Bread and butter etiquette
- Excusing yourself from the table
- Being served and serving yourself
- Passing food
- Setting and clearing
- Difficult to eat foods
- Finger foods
- Restaurant etiquette
- Ordering wine
- Being seated
- Ordering ... how, when, and what to order
- The buffet table
- Handling accidents
- Finger bowl etiquette
- Do's and don'ts of dining
- Handling the check ... skillfully!

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V. International Protocol Awareness

DESCRIPTION: Our *International Protocol Awareness* program is designed to heighten awareness of others' customs and traditions as we prepare to conduct business abroad or host those from other countries here at home. One's behavior at the outset has a significant impact on the quality of future business relationships and personal rapport. Showing you have taken the time and made the effort to educate yourself in terms of cultural nuances and appropriate behavior in various parts of the world demonstrates respect while earning respect, shows you know "the difference" while making a difference, and goes a long way in terms of being positively perceived and well-received while advancing interpersonal relationships. This program will enhance global awareness of Polychronic versus Monochronic cultures, High versus Low Context Cultures, intra-cultural awareness and communication skills, to better compete. The following topics will be covered:

- Greetings/handshaking customs and differences
- Gestures which may be offensive in various parts of the world
- Business card protocol
- Getting the meeting
- Introductions
- Professional attire
- Forms of address
- Body language
- Personal space
- Translation/Interpreter issues
- Video conferencing
- Proxemics
- Limousine etiquette
- Colors
- Traveling smart
- Gift-giving ideas and procedure