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# Competitive Edge

**& PACHTER ASSOCIATES**  
THE EXPERT IN BUSINESS COMMUNICATIONS TRAINING

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**President's Message** By Barbara Pachter



Recently I helped my son move into his first apartment. He is attending summer school in Washington, DC before beginning his senior year of college.

Senior year of college! How did he grow up so quickly?

In what seems like just a few short years, I have gone from watching Jake and his friends play soccer to connecting with them on LinkedIn. Many have "Liked" my [Facebook](#) fan page. Others follow my [tweets](#).

They are part of the generation that grew up with cell phones, computers and the Internet. Embracing social media seems part of their DNA, but their technical know-how will only take them so far as they face the challenges of today's workplace. They will also need a good work ethic, a desire to succeed, good interpersonal skills and some measure of luck.

I am encouraged by what I see from these young men and women.

Jake and many of his friends have worked throughout college. Others have had internships and one has started his own business. My own company's interns have been outstanding students, who have become productive working adults. These young people have also learned the downside to technology. One of Jake's friends lost an internship when he was observed texting during a meeting with clients.

Enjoy your summer; it appears that the future is in good hands.



Join our **Facebook** community!

Our goal is to become YOUR source for information, questions and concerns about business etiquette, communication, presentation skills, and career advancement in today's changing workplace.

Check often for *The Business Etiquette Tip of the Day*, *Questions to Ponder* and monthly specials.

## Pachter In The News



**Harvard Business Review:** [How to Tell the Boss His Fly Is Down](#)

**Rochester Business Journal:** [When Summer Interns Get a Thorough](#)



## What's My Line?

Many people have difficulty figuring out what to say in uncomfortable or annoying circumstances. And, if you don't say anything, you are usually the non-confronter, as described in my book [\*The Power of Positive Confrontation\*](#).

To learn to handle life's bothersome situations, you need a strategy like the *What's My Line* response. This is a comment that is both "polite and powerful." You plan your line ahead of time; therefore, it's easier to know what to say when you encounter the awkward situation.

Here are some common difficult situations and some lines you can use to deal with them effectively. These examples may not exactly describe your situation, but you can adapt them and use them for inspiration.

- **Someone cuts in front of you in line.** Don't assume the person is a jerk. It is very possible he or she did not realize that you were there or was preoccupied and did not pay attention.

Your polite and powerful line: *I believe I was here first.*

- **Someone calls you by the wrong name.** You need to correct the person. If not, he or she will keep calling you the wrong name.

A simple polite and powerful line: *My name is ....*

I met a woman who never corrected her superintendent of schools, and he called her the wrong name for five years.

- **Someone gives you a compliment.** Many people are uncomfortable when given a compliment. One sales manager said that when he compliments his sales representatives on producing great numbers, they will often respond, "Oh, what a fluke!"

Your polite and powerful line: *Thank you, or Thank you. I appreciate that.* Then stop talking!

- **You forget someone's name.** People do all sorts of things when they forget someone's name---like pretend they didn't or panic. But it happens to us all. It's best just to be direct and honest.

Your polite and powerful line: *I'm sorry, I've forgotten your name. Or, Please excuse me, I know your face, but have forgotten your name.*

- **Someone says something nasty.** Many times people don't mean things as harshly as they sound. You can let it go, or you can speak up.

Your polite and powerful line: *Did you mean that as harshly as it sounds? or I'm offended by that comment.*

### [Orientation, Everyone Benefits](#)

**Hawaii Business Blogs:** [How to Avoid Business-Attire Suicide](#)

**Small Business Digest:** [Seven Steps Can Lead to Career Advancement](#)

### Pachter's Twitter Tips

**Introductions in the workplace made simple:** Say the name of the most important person first, regardless of gender, when you have to make an introduction.

**Networking tip:** Consider every person you come in contact with as a potential member of your network.

**\*\*Get more tips by following Pachter on her [Twitter Page](#)**



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## Seminar Spotlight: Women in the Business World

From an [interview](#) by the *Philadelphia Inquirer* with Amy Gutmann, President of the University of Pennsylvania. The article ran on April 4, 2011.

**Question:** People remark about how perfectly put together you always look in public. To succeed, must women still hold themselves to a higher standard in their appearance?

**Gutmann:** That's easy. Yes.

**Question:** Is that fair?

**Gutmann:** No

During the last several years women have made significant gains in the business world. Yet more needs to be done. Today's working woman who wants to succeed knows that hard work and intelligence are not enough.

This seminar provides the skills, strategies and practical advice that will help women reach their full potential, increase their work performance, and build their effectiveness in the workplace.

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To learn more about this offering, or for one-on-one coaching, contact Joyce Hoff at 856-751-6141 or [joyce@pachter.com](mailto:joyce@pachter.com)



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Topics include:

- Business Etiquette
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- Presentation Skills
- Positive Confrontation
- Business Writing
- Women in the Business World
- Global Etiquette

Please contact Joyce Hoff at 856-751-6141 or [joyce@pachter.com](mailto:joyce@pachter.com) for further information.

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