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Competitive Edge

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

Spring 2010

President's Message By Barbara Pachter



An e-mail from my son's university described the recent snow storms that we had in the northeast as *snowmagedon* or *snowpocalypse*. I agree. There was too much snow for me! Even though the snow caused cancellations, postponements and hurt backs from shoveling, there were also acts of kindness. Neighbor helped neighbor; colleagues worried about each other's well-being.

We will be talking about the winter of 2010 for a long time. It was Philadelphia's snowiest winter since 1884, the first year records were kept.

But records are not just for snow. Do you have any new goals you want to achieve? Have you aspired to go back to school? To get certified in your field? To take some additional training?

Take stock of where you are professionally. Establish goals and work to achieve them. Set some records for yourself this year--and look forward to warmer weather!

Barbara

Hosting A Client Dinner: Key Suggestions For Success

When you are sharing a meal with clients, they are not just looking to see if you are slurping your soup. It's an opportunity for them to get to know you. Will you be someone they are comfortable working with? Are you self-assured with social graces? If you create a welcoming and gracious atmosphere when entertaining, you will put your customers at ease and let them know you can take charge of situations.



If you invite someone to a meal, you are the host and it is your responsibility to do the following:

NJBIZ
BEST FIFTY
WOMEN IN BUSINESS
2010

Barbara Pachter was recently selected as one of **New Jersey's 2010 Best 50 Women in Business!** The award recognized her contributions to New Jersey, both in her industry and her community.

Recent Blog Posts

[Go Ahead...Initiate Conversation](#)

[An Etiquette Suggestion from the State of the Union Speech on How to Disagree Agreeably](#)

[No Giant Billboards in Times Square! 5 Suggestions for Office Romance](#)

** Sign up to receive Pachter's [blog](#). Get business etiquette tips and career suggestions weekly.

Pachter's Twitter Tips

Practice out loud when making

- **Selecting an appropriate restaurant.** Make sure the restaurant has good food and the atmosphere is conducive to talking. Ask your guests about any dietary restrictions beforehand. Make a reservation and arrive early to welcome them.
- **Make menu suggestions.** Suggest foods that are relatively easy to eat. Avoid spaghetti, French onion soup, wings or ribs!
- **Use good table manners.** Hold your knife and fork correctly. Do not talk with your mouth full and do not use the napkin as a Kleenex.
- **Take charge of ordering the wine.** You can defer to your guest, but you may end up with a \$300 bottle of wine. If that is not OK, learn about wine. Take a class, read books or gain information from the Internet.
- **Get to know your guest.** Are you both into playing golf, traveling or watching your kids play soccer? Finding areas of common interest can help establish rapport.
- **Pay the bill.** As the host, you did the inviting and it is your responsibility to handle the check. Arrange for the restaurant to imprint your credit card ahead of time. You can excuse yourself towards the end of the meal and sign the receipt away from the table.
- **Thank your guests** for coming and follow up with any promises you have made.

Do your employees need a **dining tutorial**? Pachter & Associates provides seminars, coaching and webinars on business dining.

Pachter's webinar, *Interview Successfully During a Meal: How to Eat, Drink and Be Smart When Answering Questions and Finessing a Place Setting*, will be presented on **April 15, 2010 at 11:30 a.m. - 12:30 p.m. EST. Sign up [here](#).**

6 Ways to Avoid Saying or Doing the Wrong Thing with E-mail



E-mail is one of the main ways people communicate in today's workplace, yet business people are still making embarrassing mistakes when sending messages to customers, colleagues, bosses or potential employers. Follow these 6 suggestions so your e-mails convey a professional message:

1. **Double check that you have selected the right recipient.** This means you have to pay attention when typing a name from your address book in the "TO" line. It's easy to select the wrong person.
2. **Add the e-mail address last.** You don't want to send an e-mail before you have finished writing and proofing it.
3. **Do not come across as abrupt.** Read your message out loud. If it

a presentation. If it doesn't sound right to you, it won't sound right to your audience.

Eliminate self-discounting words when you speak. Instead of "I actually got the promotion," say "I got the promotion."

Be cautious with online humor. Something perceived as funny when spoken may come across very differently when written.

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

Pachter In The News

Reuters

[Modern Etiquette: How to Decline Facebook Friends Without Offence](#)

Wall Street Journal

[Small Mishaps Can Hurt Job Seekers: The New Job Is In The Details](#)

Forbes.com

[What Not To Wear To The Office Party](#)

O Magazine

[One Little Word](#)

Pachter's Books



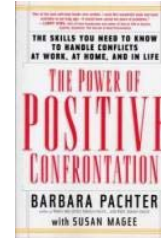
sounds harsh to you, it will sound harsh to the reader. You will also seem friendlier if you use a salutation and a closing.

4. Make your message easy to read. Looks count. The general guideline is no more than 25 lines or one computer screen. Use short paragraphs with blank lines between them, and bullet points when you can.

5. Proofread every message. Mistakes will be noticed and, depending upon the recipient, you will be judged for making them.

6. Know when to stop the e-mail trail—the back and forth between people. You can stop responding to an e-mail when the recipient no longer needs to know your response or that you received the e-mail. You can also ask yourself: is this e-mail necessary? If it is not, don't respond.

Follow Pachter on these social media sites!



Pachter's resource materials and information on training or coaching can be found on her website, www.pachter.com.

Topics include:

- *Business Etiquette*
- *Assertive Communication*
- *Presentation Skills*
- *Positive Confrontation*
- *Business Writing*
- *Professional Image*
- *Women in the Business World*
- *Global Etiquette*

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