

Competitive Edge

VOLUME 13 ISSUE 2

COMMUNICATION TIPS AND TECHNIQUES TO HELP YOU SUCCEED IN TODAY'S WORKPLACE

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President's Message *By Barbara Pachter*

"Oops, you'll never do that again!"

As regular readers of this newsletter know, I often use these pages to share business etiquette advice that can help professionals grow both professionally and personally. In an ever-changing, and at times, troubled business world, even experienced professionals are not always sure how to behave. Knowing the guidelines of modern business etiquette can help professionals

navigate successfully and confidently in a wide variety of business situations.

But let's face it, we all make mistakes. Whether we know it or not, we all violate some rule of modern

business etiquette now and then. It happens! And when it does, I tell the participants of my seminars, "It's important to let your embarrassment go...at least you'll never do that again!"

It was this phrase that I had in mind as I sat down to write my latest book, **NewRules@Work: 79 Etiquette Tips, Tools, and Techniques to Get Ahead and Stay Ahead**. This book is a collection of the most common "oops" situations, and yes, there really are 79 of them. Each guideline starts off with a real-life etiquette blunder. (The names are changed but the stories are all—sometimes quite painfully—true.) I then break the mistake down, talk about what went wrong and why, and

offer advice on how to recover if you make a faux pas. You will see two of the rules excerpted in the center spread of this issue.

Also included in **NewRules@Work** is a section called "Top Ten Career Killers" that every professional should know. I've included three of them in the article on this page.

As you can see from the center spread of this issue, **NewRules@Work** has a quick and fun format too. You can get a copy of my new book from any online or regular bookstore, or simply fill out the order form on the last page of this newsletter.

So read on and, as always, I'd love to hear from you. ■



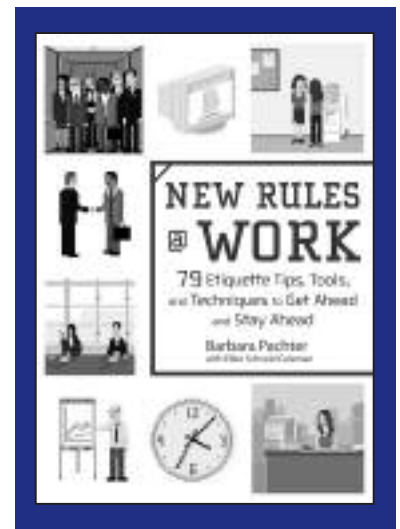
3 of the Top 10 Career Killers

Career development is a continuing process. You always want to create and take advantage of opportunities, get noticed, develop your skills, and establish relationships. As with everything else in business, there is a right and wrong way to do things, and perhaps nowhere in your life is etiquette more important than in building your career. With that in mind, here are three of the top ten career killers from **NewRules@Work** that you'll want to know.

Number 2: Un-likeability. In a recent *USA Today* article, likeability was cited as key to advancement. It also pointed out that employees who were liked tended to get bigger raises than those who weren't.

Number 4: Lack of a network. To get ahead, it is essential to establish good relationships with people both up and down the corporate ladder. People tend to do business with people they know. Work at developing your network—

Continued on page 2



NewRules@Work: 79 Etiquette Tips, Tools, a

In Barbara Pachter's new book, **NewRules @Work**, a wide range of business etiquette guidelines to help you build your career are discussed, including: business dining, dressing for a presentation, interviewing for a new job, writing an effective email, building a career-boosting network, and much more. Read on for two partial excerpts from numbers 47 and 56.

#47

Techno or retro, when answering the phone...



The Blunder: Keith, a manager at a telecommunications company, was in his office meeting with a counterpart from another division. They were discussing how their departments might work together on an upcoming project. When Keith's phone rang, he answered the call and proceeded to have a ten-minute conversation. As he sat there, Morrie, the manager of the other department, could tell it was not an emergency call and was furious at the way he was treated. No surprise that it took them longer to reach some common ground on how to work together.

What Went Wrong: The telephone is not new technology. It's been around for a long time, but there is still one major blunder people make—and that is answering the phone—land line or cell—in the presence of others.

I'm simply amazed at the number of top-notch professionals who do not know that it's very rude to answer the phone and conduct a conversation when another person is in his or her office. Think about it: What's your visitor to do? Sit there and try to disappear into the wall? Pretend not to be eavesdropping? Walk out? When you answer the phone and have a conversation, you are "telling" the visitor that the caller is more important than he or she is.

Blunder Buster: If you're expecting an important call, for example, an overseas call from your boss, then you need to "pre-call" it—let your visitor know when he or she enters your office that you are expecting an important call and that you will need to interrupt the meeting if it comes through.

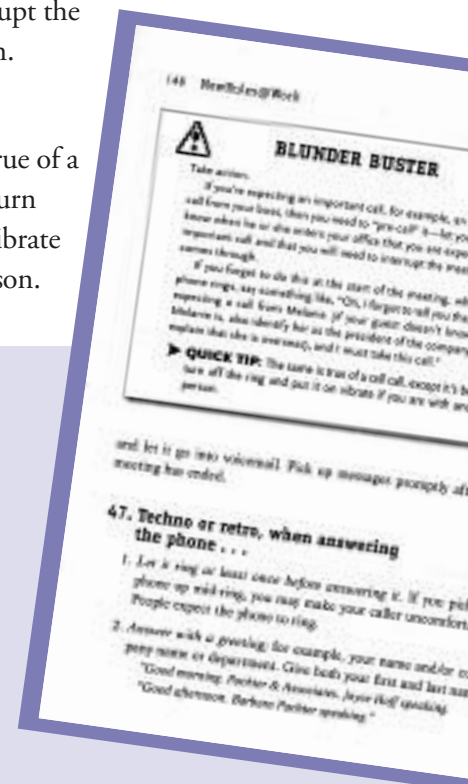
Quick Tip: The same is true of a cell call, except it's best to turn off the ring and put it on vibrate if you are with another person.

3 of the Top 10 Career Killers *Continued from page 1*

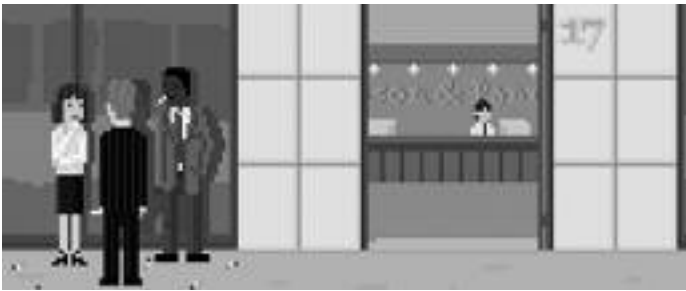
you want to know and be known. Remember to do the "simple" things that mean a lot: greet people, shake hands, make small talk, and so on.

Number 8: Poor communication skills. The information you impart—verbally and non-verbally—says a great deal about you and contributes to how people view you. You send a message—and not a positive one—if, for example, you don't look at people

when you speak to them or don't listen when they speak, if you interrupt frequently, or use poor diction. Conversely, if you speak loudly enough to be heard, make effective presentations, write well, and speak well of yourself without being pushy or arrogant, the message you send will signal your competence and professionalism. ■



and Techniques to Get Ahead and Stay Ahead



#56 Master the fine art of self-promotion

The Blunder: Discussing his management style at an introductory meeting, Sal, a new manager, told his staff, “I don’t want to tell anyone how to do his or her job.” Sheila raised her hand and said, “I don’t know. I would like someone to tell me how to do my job.” Sal responded, “If you don’t know how to do your job, why are you in this position?”

What Went Wrong: First and foremost, it’s important not to put yourself down or seem to be putting yourself down. Yes, Sheila was trying to be humorous, but she was putting herself down in her new boss’s (and perhaps in her co-workers’) eyes, potentially destroying his (and their) confidence in her. Learning when and how to speak well of yourself is an important step to getting and staying ahead. Because if you don’t, who will?

Blunder Buster: If you have difficulty accepting compliments, train yourself to say “Thank you.” If you are able, try adding a few words after saying thank you that build on the compliment:

“I really appreciate that.”

“I enjoyed working on it.”

“It was a wonderful challenge.”

“I worked hard on that project. Your words mean a lot to me.”

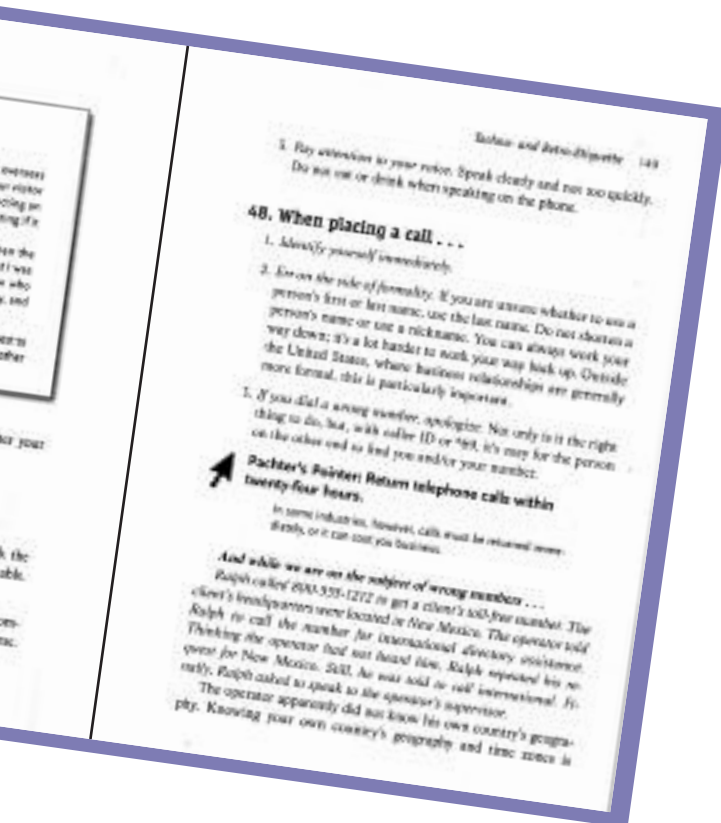


Pachter’s Pointer: Keep a record of your accomplishments.

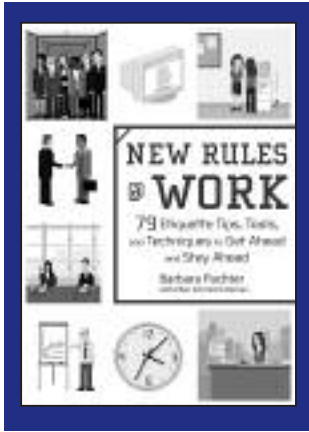
Write down what you have accomplished. If you don’t, you may overlook specific achievements when you update your resume, discuss your successes during your performance review, or prepare for an interview. ■

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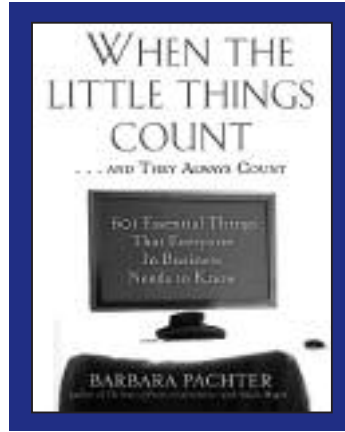
- Business Etiquette
- Assertiveness
- Presentation Skills
- Professional Presence
- International Etiquette
- Conflict



Resources Authored By Barbara Pachter



NewRules@Work:
79 Etiquette Tips, Tools, and Techniques to Get Ahead and Stay Ahead

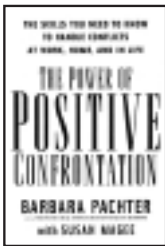


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