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## ***Business Etiquette and Professionalism***

*(2 day Instructor-Led Course)*

### **Course Overview**

The CBP™ Business Etiquette and Professionalism Certification develops the concept of business etiquette and the proper etiquette practices for different business scenarios. You will learn the etiquette requirements for meeting, entertaining, telephone and Internet business interaction scenarios.

Additionally, the CBP™ Business Etiquette and Professionalism certification module addresses etiquette challenges when doing business in a multi-cultural environment.

### **Who Should Attend**

This course is recommended for human resources, business leaders, senior executives, managers, supervisors, and front-line employees.

### **Prerequisites**

There are no prerequisites.

### **What You Will Receive**

Each student will receive a copy of the course manual for post-class reference and review.

### **Certification Preparation**

This module prepares candidates to sit the Certified Business Professional exam – C40-509

### **Follow-Up Courses**

- Leadership
- Customer Service Series
- Sales Series
- Business Communications Series

## Course Outline: CBP™ Business Etiquette and Professionalism Series

### Module 1: Introduction to Business Etiquette

- What is Business Etiquette?
- What is the role of good manners in business?
- What are the ABCs of etiquette

### Module 2: Meeting and Greeting Scenarios

- Guidelines for receptionists
- Making introductions and greeting people
- Introducing a client
- Introducing yourself
- The protocol of shaking hands

### Module 3: Meeting & Board Room Protocol

- Guidelines for planning a meeting
- Guidelines for attending a meeting
- For the Chairperson

### Module 4: Principles of Exceptional Work Behavior

- The Principles of Exceptional Work Behavior

### Module 5: Entertaining Etiquettes

- Planning a meal meeting
- Business meals basics
- Basics of table etiquette
- Eating the meal
- Issuing invitations
- Choosing the appropriate gift in the business environment

### Module 6: Telephone Etiquette

- What is Telephone Etiquette?
- Answering the telephone courteously
- Handling rude or impatient callers
- Good telephone habits for everyone
- Screening calls
- Making calls
- How to end conversations gracefully
- Checking messages and returning calls

### Module 7: Multi-cultural Challenges

- Multi-cultural etiquette
- Did you know?
- Cultural differences and its effect on business
- Examples of cultural insensitivities

### Module 8: New Issues in Etiquette

- Netiquette
- Ethical issues in business etiquette
- Sexual etiquette in the workplace
- Why deal with sexual harassment?
- Five steps to prevent sexual harassment
- Dressing for success
- The basic business wardrobe
- Options for business casual