

Business Etiquette & Professionalism

Dr Barbara Louw

Traumatologist

Coach & Mentor

Specialist Pastoral Counsellor



Phone: +27 83 7001441

E-mail: info@barbaralouw.com

www.barbaralouw.com

www.itn.org.za

www.aquillasa.co.za

PO Box 1347, Menlyn Central, 0077

Office personnel are a valuable part of a counselling practice.

This eBook is a companion to a one-day-workshop.

It was a privilege to have you as a participant in the workshop and you will benefit from this eBook by completing the activities, as soon as possible after the workshop.

Remember, there is no correct or wrong answers. However, I trust that you will appreciate your value in the practice where you are employed.

You are also most welcome to link up with us and follow our posts on social media.

EMAIL

info@barbaralouw.com

WEB

www.aquillasa.co.za

Your job description

There are three important questions you need to clarify in your own mind regarding your job description:

1. What is the overall purpose of your job?

-
-
-
-

2. What are the main tasks of your job?

-
-
-
-

3. What are the key competencies of your job?

-
-
-
-
-

EMAIL

info@barbaralouw.com

WEB

www.aquillasa.co.za

Understanding your customers

Tell me about your customers:

1. Who are they?
2. Where do they live?
3. What is the average age?
4. What is the average income level?
5. What is the average level of education?
6. Do they need your company's service or is it a nice-to-have benefit?
7. What is the preferred mode of communication?

Think about the service you deliver:

1. What is your company's niche?
 - o
 - o
2. What are the characteristics of the services you provide?
 - o
 - o
 - o
3. How do your customers see you?
 - o
 - o
 - o

EMAIL

info@barbaralouw.com

WEB

www.aquillasa.co.za

Be an active part of a winning team,

As an active part of a winning team you have already answered important questions regarding your function in the practice where you work, as well as who your customers are. Now we have to look at customer challenges.

What are the most pressing customer service problems?

-
-
-
-

How can you utilise your team resources to improve your service to customers?

-
-
-
-

It is safe to assume that most customer challenges relate to communication problems. Are there ways that you can turn customer problems into opportunities?

-
-
-
-

EMAIL

info@barbaralouw.com

WEB

www.aquillasa.co.za

What is business etiquette?

In your own words - what would you describe as business etiquette?

-
-
-
-
-
-

Remember that the golden rule in communication in the workplace is to communicate in a way that you are not misunderstood.

Good manners must be the basis of all communication and interaction in the workplace.

Basic guidelines

- Be kind
- Don't be noisy
- Don't ignore the phone
- Don't ignore email
- No bickering
-
-

Closing the day

- Follow up on all outstanding/incomplete matters
- Inbox must be empty
- Tidy desk and wash dishes
-
-

EMAIL

info@barbaralouw.com

WEB

www.aquillasa.co.za

Being professional when meeting people

When you are the receptionist

- o Introduce yourself
- o Smile and be kind
- o Make eye contact
- o Speak clearly
- o Make a note of the correct name and number
- o
- o
- o

When you are inside the "Inside office"

- o Be discrete
- o Be mindful
- o
- o
- o
- o

Introducing people

- o Always speak clearly
- o Saying "good bye"
- o
- o
- o

EMAIL

info@barbaralouw.com

WEB

www.aquillasa.co.za

Telephone etiquette



- o Always smile when speaking over the phone (Use a mirror)

Answering your phone

- o Within 3 rings
- o Professional greeting
- o Speak clearly
- o Write down a name and number as soon as possible
- o
- o
- o

Screening calls

- o Be polite and honest
- o Take a message, with name and number – always!
- o
- o
- o

Making & Returning calls

- o Pre-plan why you phone (Make notes)
- o Professional introduction
- o Speak clearly and make sure you are speaking to the correct person.
- o
- o
- o

EMAIL

info@barbaralouw.com

WEB

www.aquillasa.co.za

Taking care of meetings



Planning meetings

- o Understand the purpose
- o Identify all role players and appropriate venue
- o Compile and communicate purpose and agenda
- o Realistic time frames
- o Organize logistics
- o
- o
- o

Attending meetings

- o Be on time, dress appropriately
- o Participate and stick to agenda
- o Take notes
- o
- o
- o

Leaving meetings

- o Never sneak out
- o Greet the host/chair person
- o
- o
- o

The rest of the workshop addresses the most important aspects of business correspondence, email signature, working together and dress code.

EMAIL

info@barbaralouw.com

WEB

www.aquillasaco.za

Links and resources



<https://www.facebook.com/barbara.louw>



<https://www.facebook.com/barbara.louw>



<https://www.instagram.com/drbarbaralouw/>



<https://za.linkedin.com/in/dr-barbara-louw-09169110>



<http://www.itn.org.za>



<http://www.barbaralouw.com>



EMAIL

info@barbaralouw.com

WEB

www.aquillasa.co.za