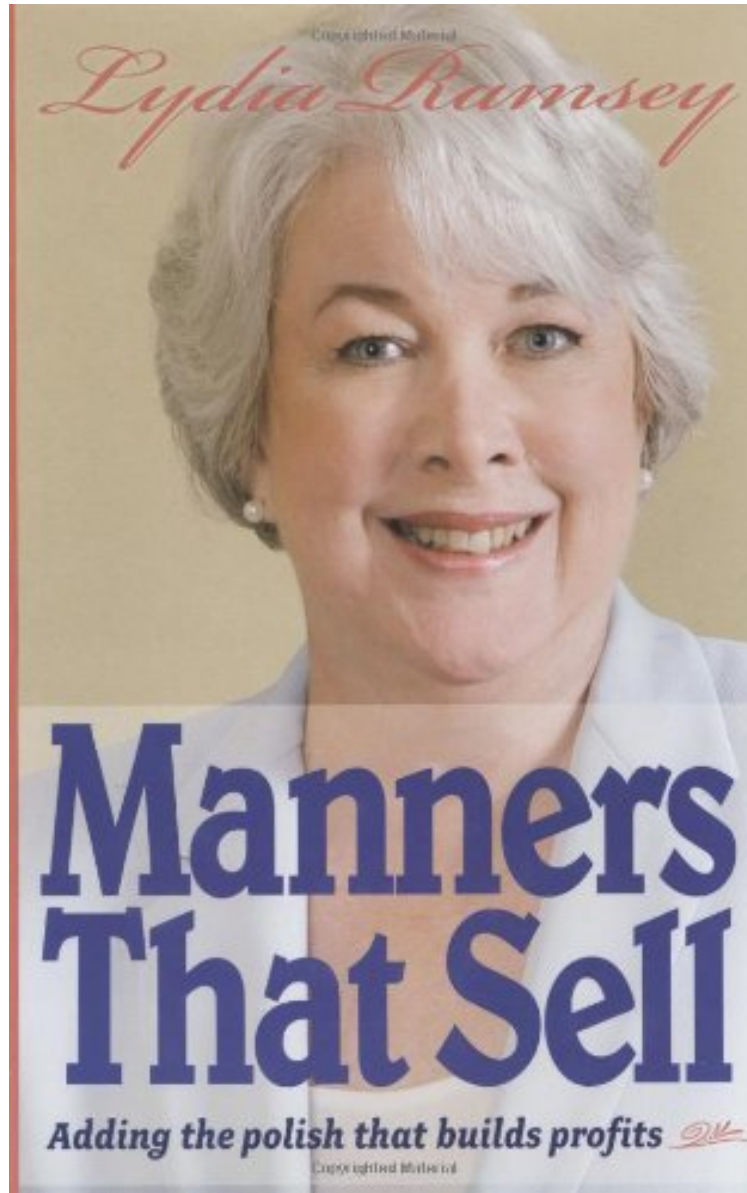


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Manners That Sell: Adding the Polish That Builds Profits

Lydia Ramsey

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Lydia Ramsey : Manners That Sell: Adding the Polish That Builds Profits before purchasing it in order to gage whether or not it would be worth my time, and all praised Manners That Sell: Adding the Polish That Builds Profits:

6 of 6 people found the following review helpful. The perfect business etiquette bookBy Rebecca Campen, M.D., J.D.This book has it all - Lydia Ramsey describes in clear detail everything important in business etiquette, including how to dress, correspond, converse, dine, conduct meetings, introduce, exchange business cards, leave messages, give gifts, lead, participate in meetings, and enter into the many other interactions that contribute to the image of a business.

The reader gains an understanding of good manners in business that bring about confidence, good relationships, and success in business interactions. I especially enjoyed the tips that put others at ease and set the stage for important discussions in business meetings as well as the chapter on doing business internationally. This book will be extremely useful as an etiquette reference book for business leaders as well as for young executives just joining a business. Reading the book gives confidence and lets one move ahead in business interactions, knowing that the best impression has been made and that the most effective atmosphere has been created for the important business discussions to follow.

5 of 5 people found the following review helpful. An absolute must read for anyone in business!

By Bonnie Jo Davis

This beautifully laid out trade paperback has a gorgeous and practical design both inside and out. I recommend you read this book with a highlighter and a pen and be ready to take copious notes in the blank pages thoughtfully provided between chapters.

Manners That Sell: Adding The Polish That Builds Profits should be required reading for high school and college students and for anyone already in the business environment. Once upon a time, good manners were taught in school and at home, but that time has long since passed. This book provides the perfect refresher course for those of us who were taught manners but no longer remember the finer points of etiquette.

While reading this book I discovered that the author, Lydia Ramsey, covered every conceivable point of etiquette including many that I'd never been taught. Each of the twelve chapters covers one main topic broken down into digestible bite sized chunks of rules and guidelines to enhance credibility and professionalism. Topics include first impressions, greetings and introductions, the art of conversation, dressing for business, telephone courtesy, electronic etiquette, correspondence in business, etiquette in the office, gift-giving in business, etiquette out of the office, dining for profit and doing business internationally.

The author of this delightful book, Lydia Ramsey, is a business etiquette expert with over thirty years of experience working with non-profits, corporations, colleges and universities. She is a frequently published author who presents workshops, seminars and keynotes on all aspects of business etiquette.

I recommend businesses buy this book in bulk and present one to every employee from the frontline up to the top management. In this ever changing world with so many consumer choices, the bottom line is often affected by the simple courtesies that can and should be afforded to customers. You need this book if you want your employees to succeed and your business to thrive.

3 of 3 people found the following review helpful. Loaded with Valuable Advice, Highly Readable

By Roger E. Herman

For anyone working in a business environment where making the right impression is important, this book is a worthwhile read. Sales professionals, managers and executives, and practically anyone in contact with others in a "white collar" environment will benefit from this handbook. I would particularly recommend this publication for graduates-both college and high school-entering the job market. Following the advice in these pages will undoubtedly energize your career advancement more quickly.

In twelve chapters, Ramsey, a 30-year business etiquette specialist with 30 years of speaking and seminar experience, presents a wide range of essential topics. In spite of the fact that the author has been in business for three decades, the material presented is current and relevant to today's business environment.

Ramsey begins with a chapter on first impressions, then moves into how to introduce yourself and others, engage in appropriate conversation, and dress properly in both professional and business casual modes. The chapter on phone courtesy is comprehensive; I wish it could be read by everyone I call or who calls me! The electronic etiquette section is fundamental now, but some readers will pick up a couple of tips here. Other chapters deal with business correspondence, office etiquette, gift-giving, dining, and doing business internationally.

In each chapter, the topics are presented in bite-sized chunks that make for easy reading and digestion of the volume of information provided. A blank page section at the conclusion of each chapter gives the reader a convenient place to make notes about other learnings or things to remember. While an index might have helped this book be even more useful, the table of contents is arranged in a way that makes specific information easy to find. This is a book you'll keep for future reference.

Roger Herman, author of "How To Choose Your Next Employer" and other books.

Invaluable etiquette guidelines for today's business professionals. Now that technology is changing the way people do business, proper manners and etiquette have become more important than ever. In this comprehensive guide to mastering everything from professional relationships and correspondence to business attire and luncheons, the author demonstrates that interpersonal skills are as crucial to success as are innovative products and services. Covering topics including business handshakes, telephone courtesy, electronic etiquette, office manners, gift-giving in the office, and international business, the author offers hundreds of useful, practical suggestions for the veteran business professional and novice alike.

From the Inside Flap

What is the winning formula to making introductions? When should a woman open a door for a man? Why is small talk so important? Answers to these questions and hundreds more are presented in this concise and accessible business-etiquette handbook. Designed to help organizations and individuals outclass and outlast their business competition, this invaluable guide covers the important topics for every business situation. From making powerful, positive first impressions to effectively doing business internationally, Lydia Ramsey shares the secrets to mastering the details that make the difference.

Good manners are not formalities of the past. In today's fast-paced, global economy, where business is conducted around the clock, the finer points of business interaction can mean the

difference of millions of dollars. Without wasting any words, Ramsey reveals that manners are not about rules, but about relationships. More than ever, proper business protocol is necessary to effectively make and maintain the professional relationships that lead to huge profit margins. With tips for everyone from support staff to upper management, this book is filled with practical, useful advice on matters ranging from the art of thank-you notes and conference calls to running a successful meeting. Both timely and timeless, this guide considers good manners in a high-tech world without losing sight of the classic etiquette rules governing personal interactions.

[Back Flap] Lydia Ramsey is a business-etiquette expert, professional speaker, and columnist who has reached thousands of people through her seminars, workshops, and keynotes. She is the president and founder of her own business-etiquette firm, with clients including corporations, nonprofit organizations, colleges, and universities. A former columnist for the Savannah Morning News, she serves as a scriptwriter in Voice of America's China department, where she writes scripts on Western business etiquette that are broadcast to China and Taiwan. In addition to her active participation in civic and professional organizations, Ramsey has been featured and quoted on NPR and in such publications as The New York Times, The Wall Street Journal, Investor's Business Daily, and Entrepreneur, Inc.

From the Back Cover "In today's competitive marketplace, first impressions can make an enormous difference regarding who we hire and do business with. Manners That Sell contains the little things we can do that lead to big results. This is a must-read for anyone in sales or leadership positions."--Ed Horrell, author of The Kindness Revolution "Keep this book within arm's reach and refer to it often. You will be amazed at how people will want to spend more time with you and buy from you more often. This book is for anyone who has to sell anything to anybody."--Mark LeBlanc, president of Small Business Success and author of Growing Your Business! "Lydia Ramsey does an excellent job of communicating good etiquette in the context of today's fast-paced business environment. Her readers come away with a greater appreciation for the importance of treating everyone with dignity and respect as well as the tools and knowledge to make a positive impact in their organizations and personal lives."--H. Roy Austin, CPA, CMA, chief financial officer, D.J. Powers, Inc. "In many business arenas today, manners are a tough sell. That's why this wonderful book by Lydia Ramsey is the right tool at the right time for business professionals looking to differentiate themselves from their thoughtless (or clueless) competitors. This book should be in the hands of every employee before they come in contact with the next customer, client, or prospect--it's that important."--Phillip Van Hooser, author of Willie's Way: 6 Secrets for Wooing, Wowing, and Winning Customers and Their Loyalty

About the Author Lydia Ramsey is a business etiquette consultant with over thirty years experience. She is the president and founder of Lydia Ramsey Inc., a firm based in Savannah, Georgia. She is a columnist for the Savannah Morning News and the Carolina Morning News. Her client list includes Gulfstream Aerospace, Georgia Ports Authority, SunTrust Bank and the Association of Girl Scout Executive Staff.