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## **HOW TO SUCCEED IN BUSINESS BY DOING THE RIGHT THING**

Set yourself apart from your competitors by practicing these quick and easy acts of kindness and respect

### **BASIC ETIQUETTE**

- We learned it in Kindergarten - just be nice!
- Set up the meeting, don't just refer
- Get permission to put new contacts on your email list
- Listen to hear, not to respond
- Respond to all invitations – go if you can, decline if you can't
- Follow through on promises
- Making sales calls
  - Call between 10:00-11:30 and 1:30-4:00
  - First ask them if this is a good time to talk
- When a salesperson contacts you, take a few seconds to call them back or answer their email
- Rude/uncaring emails and texts
  - “Kill them with kindness”
  - Don't solve problems electronically
  - Make sure your own email and texts aren't rude/uncaring

### **RELATIONSHIP BUILDING TOOLS**

- Send personalized responses to LinkedIn announcements
- Send congratulatory notes (sign up for Google Alerts)
- Send anniversary thank you cards to your clients every year
- If you get good service from someone – refer them to others, post it on Facebook, write a testimonial for them
- At networking meetings, think “How can I help this person? Who can I introduce them to?”
- Have coffee with anyone who asks you
- Don't gossip

### **WHY DO THIS?**

- Work will be more fun – you'll feel better
- You will set yourself apart in people's minds – you're trustworthy, kind, memorable
- People's work is affected by their feelings
- Kindness will de-fuse the situation
- Create a spider web of kindness – pay it forward!
- Think about how you feel when someone is exceptionally nice to you
- If you're too busy to be nice, than you're too busy period
- Even if they don't need your service, they'll remember your kindness - “People may not remember what you did or what you said, but they will always remember how you made them feel.” (Maya Angelou)