



# Small talk and business etiquette

## Confident manners in business

### Seminar objective

Good manners are more in demand today than ever before because style and etiquette, among other things, determine your professional success. The ability to deal confidently and professionally with your business partners requires knowledge of the customary "rules of the game". In this seminar you will be confronted with many everyday situations and be able to conduct yourself appropriately even in delicate situations. You will practice innocuous small talk, e.g. at a standing reception, and talk about dress codes in the office and in contact with customers. National and international table manners are also part of the seminar.

### Seminar content

#### The first impression counts - How do I come across to others:

- Professional appearance: Appreciative behavior - Respect and friendliness
- The polite way of dealing with each other
- Business wardrobe: Dress code and outfit
- Confidence and authenticity

#### Small talk and communication in business:

- Rules of the game in the business world - What is expected of you?
- Small talk: Navigating delicate topics and solving them elegantly
- Body language and self-confidence
- Communication tools: E-mail, WhatsApp and LinkedIn
- Dealing with business cards
- Written communication in business

#### Etiquette and business etiquette:

- Table manners and etiquette - national and international
- Manners and etiquette: style and game rules
- Small cutlery and wine knowledge

### Methodology

Interactive and experience-oriented exchange  
Short trainer inputs  
Practical exercises  
Video examples  
Exercises with individual feedback  
External and self-analysis

### Target audience

The seminar small talk und business etiquette is aimed at specialists and executives who want to round out their personality by working on their tactfulness and style and thus perform more successfully in the zone where social and business interaction mix. It is particularly suitable for participants who have numerous customer contacts and company representative functions.

#### Course ref.

KOM1013

#### Participants

not more than 9 participants

#### Schedule

1. Day: 10:00 - 17:00  
2. Day: 09:00 - 16:00

#### Location & dates

##### Münster

21.11.2024 – 22.11.2024  
26.05.2025 – 27.05.2025  
20.11.2025 – 21.11.2025

##### Stuttgart

02.09.2024 – 03.09.2024  
06.03.2025 – 07.03.2025  
21.08.2025 – 22.08.2025

#### Fee

1.150,00 € (ex. VAT)  
1.368,50 € (inc. VAT)

Included in the price: Working documents, certificate of participation, lunch and coffee breaks.



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