

# CONFIDENCE

...Your Best Stress Reducer

Title:

Business Communication Etiquette

CONFIDENCE SERIES #1



**Natalie R. Manor...**

"I love helping you design your confident, wealthy and healthy life, faster than you ever thought possible!"

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Natalie R. Manor, Natalie Manor & Associates  
2441-Q Old Fort Parkway #322,  
Murfreesboro, TN, 37128-4162, USA

<http://NatalieManor.com>

<http://NatalieManor.com/kindle>

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## **Business Communication Etiquette – Defined**

Business Communication Etiquette (BCE) is more than manners at work or being polite. It is a way of securing a great relationship with anyone at any time, faster than you ever thought possible. Creating a high value relationship can happen with just a few easy to learn tips, techniques and strategies that work whether you are a techie extraordinaire or are still at the basic stage of pen to paper.

The etiquette of communicating will never change. The method certainly has dramatically changed in just the last 5 years. We have moved from paper, to email to predominantly using text to communicate. To say that the method has changed quickly is to understate the size of the dynamics and how we communicate.

The smart phone and certainly all our devices be they pad, phone, laptop, watch – insist we communicate quickly and with less verbiage we have ever used.

The poets would weep at the loss of the clever rhythm of verses and depth of the liquidness of the words NOT used.

An example of verbiage not used is Twitter. Twitter demanded we use only 140 characters to communicate that both informed and was understandable. Classes were given in how to express one's self in communicating easily, quickly, thoroughly and with only 140 characters. It was a hallmark of an entire technological movement.

However, we still need to communicate. We demand communication. We text, and re-text, share, FB, type, click, connect and sometimes even talk at greater volumes than ever in the history of public communication.

And yet, we are still trying to be clear, synch, understandable and create high value relationships as we “technocom” along.

Welcome to a favorite topic of mine. I love the idea of creating clear and successful communication with ease and speed.

I know the following interview will set you up with tips, techniques and strategies to easily communicate with class and grace, faster than you ever thought possible. And now, isn't that terrific?

Thank you Melody Glave for taking the reins in the interview and for asking superb questions so you could have the best in answers you can immediately use to create clear, credible, influential communication with anyone at any time.

## Introduction To The BCE Interview

**Melody:** Welcome to Business Communication Etiquette. I'm Melody Glave, voice actor and on-camera host, and my passion is helping clients communicate their brand effectively.

Natalie Manor is someone who provides immediately usable tips, techniques and strategies for effective and successful communication. A brand you can trust.

I am interviewing Natalie because I'm the voice you might hear in commercials, infomercials, training videos, business phone systems and marketing on hold. My business is called Clearvoice Productions, or [clearvoice.biz](http://clearvoice.biz), and so I know how important Business Communication Etiquette is for building your credibility, thank you for sales, and above all, being clear. If you're interested, visit me at [clearvoice.biz](http://clearvoice.biz), and you'll find lots of samples of my work.

But now, here is a sample of the kind of work you absolutely need in order to be a classy and effective communicator. Natalie Manor, dear friend, Business Communication Etiquette expert, thank you so much for joining me and spelling it out, faster than anyone thought possible- the power of Business Communication Etiquette, this phenomenal business communication strategy does well.

**Natalie:** I'm delighted. You know I've loved you for so many years, and we're both in the business, and we're both pros in Business Communication Etiquette.

Thank you for inviting me, and thank you for doing this together. I know this information is valuable, and you are Clearvoice guru, and always have been. Not only have you been my friend, you have been a mentor of mine. Melody I am delighted that you and I have the time together for this explosion of knowledge, tips, techniques and strategies for Business Communication Etiquette.

I know you have questions for me, and I know our listeners are ready for some real answers to add to their skills. So let's do this.

**Melody:** You said it, when you said you were my good friend and mentor, because I feel exactly the same. After so many years we've been on the same plane, and now we're able to share some of our tips and techniques with others. So I know that Business Communication Etiquette has been a deep interest of yours your entire career. Why is that? And second question, what inspired you to share this valuable information now?

**Natalie:** Well you've got to go to do old news first. I like your question, and I think you will really like the answer. I started out as an Army brat, and my Dad was a diplomatic attaché. We lived all over the world, and I went to 11 schools in 12 years.

You and I shared part of that journey, so we're well educated and well-travelled, and we always in the foreign languages and different cultures, and even to be able to be gracious, classy, respectful and truly present to where you were. Because different cultures required different sense of how you were there.

So I grew up that way, and I found that it wasn't just different languages and different cultures, they needed you to listen and be present and to be classy and professional, it was all about people. So as I moved into my career as a business consultant and executive business coach Business Communication Etiquette has served me well and it serves my clients well.

So I've been mentored, and I have mentored. I've asked for guidance, and I've given guidance. I know that professional follow up is everything in business communication and I'll tell you a little bit more of that. I know to be personally interested in the relationship to create a high value relationship. I equate that to classiness and etiquette. I think etiquette sounds a little too formal...

## Classy, Present And Professional Communication

You may be also interested in reading: **Etiquette and Business Communication – Long Lasting Impressions**

<http://nataliemanor.com/5915/>

**Melody:** I little too Emily Post...

**Natalie:** I don't mean it that way at all. I mean it classy, and present and professional, and really use a resource for key pieces of information and a resource for people.

One of the good things that happened for me, from the, what you can call the civilian world, to the corporate world to my business, was that I met really knowledgeable and professional people who had knowledge and experience that I wanted to know if they would share that with me.

I would pick up the phone or I would write a note, or I would ask somebody if they would give me a formal introduction, so I took that from the diplomatic core. You were constantly meeting those who were a higher rank, or a different culture, a prime minister, or a president, and so you would treat that person with respect. I carried those tools that I knew into the business world with me, and it never failed me. But I never knew that was really what I was doing.

One day somebody said, "Wow, your communication and your etiquette, you're a classy dame." And I went, hmm. So I reviewed that, and one of the first cases that told me I was doing it right, was Barbara Walters. I happened to write her a note and tell her, in her broadcasting career, (she's now in her 80s), saying I'm proud of you, I think you're marvelous at what you do, I think you're an inspiration, and thank you so much for being out there and really leading the way.

I got back a handwritten note from her, on her stationery, saying that note from me, unknown to me, that note from me came to her exactly at a time when she was at a low point.



She opened it up, and she went, wow, somebody out there cares about me. And the profundity of that, the influence that nice little note, a cream notecard, exactly the right size, it was embossed, and I wrote it in black pen.

I remember that because that was my training, and I still have that note, from Barbara Walters. When I received it from her I got tears in my eyes, and I thought, wow, I really did impact someone. Who was big in the world-everybody knows her name. What would it be like if I did that, and trained that with my prospects and my clients, and my audiences?

And that's where Business Communication Etiquette came from! BCE, as we call it, as an identifier within our organization. And it's been top on Google for years. We think about Business Communication Etiquette pretty much all the time. Whether you're in the diplomatic core like you and I were, as children, and then moving into the corporate world, or you're brand new in your first week, there are certain parameters and assets that are unique and fast that create a very professional and influential and long-lasting, memorable impact on the people who you deal with.

**Melody:** So what has inspired you to share Business Communication Etiquette with your current clients and your large audience base right now?

**Natalie:** What has inspired me or encouraged me to do that is the continuum. I think that if you're consistent and you're frequent and you're focused with almost anything it will be impactful. Go back to the pet rock, and the hula hoop. Those are pretty old products that sold millions and millions and millions. When you use Business Communications Etiquette, there's aspects of it to treating people well and providing resources and information to them and doing it in a professional and classy way. Consistent and frequent and focused. People feel like they're listening to them, you can own the world, I have used these myself, I'll send somebody a handwritten note to say "wow, you did a great job; it was nice to see you." I have met meet people on an airplane travelling all over the world.

In fact, there's one story that I just got a week and a half ago. It came in to my Facebook business account, I had written a blog post, and somebody responded to it and said, "I met you six years ago on an airplane, and I've never forgotten you. My sister had just died, and we exchanged addresses, and we spoke for the entire plane ride, and then you sent me a note saying I really do care, if you ever need me, let me know."



We were strangers when we met. Six years later she wrote on Facebook she never forgot that. That made me feel terrific, but it also made me feel really good that she felt that way. That in her moment she was listened to and she was cared about. These things I learned to do now are a part of my practice, a natural part of my practice to my clients, all these tips, techniques and strategies, and it works for them also.

## Making Communication Comfortable

You may be also interested in reading: **Success In 15 Words Or Less**  
<http://nataliemanor.com/5546/>

**Melody:** Even growing up, we were taught that the core value of etiquette is to make others feel comfortable.

**Natalie:** Yes.

**Melody:** So that really speaks to the business strategy of creating that relationship of comfort, whether you are comforting someone, or you are taking comfort from them. The two of you are interacting and truly relating. That certainly brings us to some of the benefits we might want to talk about.

**Natalie:** Right, and before you go onto that, I want to make a comment on what you just said. When we learned it all over the world to make people comfortable, you shift it, to a more professional level, you take comfort and move it into trust. When people begin to trust, the moment that they're in. So that's a very good point, thank you.

**Melody:** Going on with the idea of benefit for clients, what would be the primary benefit as you see it for clients who adopt the Business Communication Etiquette that you recommend for business and personal branding, versus those that don't effectively utilize Business Communication Etiquette?

**Natalie:** One of the first things to note, is you have very little influence. The perception of who you are is more transactional than in relationships. I've written a program called Leadership and the Whole Body Communicator and Creating High Value Relationships. We make these recommendations

for sales courses. When you are dealing with somebody, they need to know that the value that you bring will solve their problem.

How do people feel that? They feel it, then think it. You could call it soft skills if you want to. It's building a relationship, and you build a relationship with people by listening, with bonding, follow up, being present, communicating in a way that they can hear you.

You and I have been friends for more years than we have fingers, and we're very, very different in how we operate in the world, but our relationship, we could run it over with a tank, because of the fact that we listen to one another, we care about one another. We are present to one another. We give feedback. We provide resources to one another. And we absolutely trust each other.

You can do that in a friendship, you can do that in a marriage, you can do that with your prospects, you can do that in sales. If someone really believes that the value you bring is helpful to them, it doesn't matter if it's a concept that you try to sell is for one dollar or \$450,000. It is just part of the relationship.

Further on when we talk a bit more, but now I'd like to discuss how you do that in technology. In technology we're not always face-to-face, but you can still build that relationship, that is a trusted and respected relationship. If you don't listen to somebody, and listening includes body language, eye contact, sometimes it's a handshake. In Asia it's a bow. Really using what's needed in the moment. In that moment, here's what people need, listening to what they need, and being able to provide it.

It goes back to the story about the woman on the airplane. I just lost somebody, and I remember when my brother was killed, and I sat on the airplane and someone talked to me, and it was so profound and so loving, and so caring, and they only cared about me.

To carry that on in a different relationship, we're able to pass on money or promotions, or heading a team, you really need to be perceived a value. And more of value when you contribute value. You are contributing value when people understand that you understand what's important to them in that moment. It's how people are treated. Treated is listened to, being respectful

in a conversation or going out to dinner. You really need to be absolutely present.

People aren't going to deal with you, they just aren't going to deal with you, if you struggle with communication. We struggle with communication when we don't listen and we aren't present. Most people spend, I would say, a good 80-90% of their time preoccupied with what's going on in their head, what's going on around them.

I've become a very, very good coach, I was taught to be a good coach, because it's not about me, it's about them. So I'm interested in those that I'm dealing with, or who I'm with at the time. If you're not able to prove you're competent, they won't be confident that you can provide the value.

Trust and respect: You may not be able to define it, but you sure as heck know when you don't have it. And when you don't have it, you're not going to get anywhere within your own career or your own communications. People who you're trying to influence or trying to sell to, or trying to lead, need respect. Deserve respect.

**Melody:** You've evolved this philosophy so seamlessly between the personal environment, the friendships, marriages, all of that; on into the strategic work environment. And you briefly touched on some of the key points I was hoping you might provide as examples within. For instance, you did talk about sales- maybe you can provide us some differences between strategically using Business Communication Etiquette in the work environment.

## **Behavioral Styles Do Matter**

You may be also interested in reading: **Clear It Up, Clean It Up**  
<http://nataliemanor.com/6174/>

**Natalie:** That's really good, I'm glad you asked about that. Most of what, when I talk about being present, there is a difference in people's behavioral styles. Your behavioral style and my behavioral style are not the same. So we need, over the years, as friends and professionals, to mentor each another.

We're present to what we're saying, and we ask questions we connect. So when you asked me about this interview, I had a question, and you had a question, and we allowed the questions.

Many times, in a team situation, going back to behavioral styles, and running a team, if there are five people in the room. You're having your weekly meeting. The boss comes in, either male or female, and they say, "OK, Thursday what we're going to do is we're going to go over the Norton contract, I want it to be ready at 3:00. Does anybody have a problem with that?"

This is the big boss. This is the one who's carrying the reins. And nobody raises their hand or shakes their head or anything until she's walks out the door.

I know exactly the problem, because you will not sit there and not have a couple of questions. Your behavioral style is you want the information to be relevant, you want to ensure you're providing the right Norton contract.

Are we dealing with the one we dealt with in 2014, or is this the original contract from 2004?

That's what I'm talking about with Business Communication Etiquette and strategy. Before the boss goes, you feel like 'I shouldn't ask any questions' because she came flying in the door, now she's flying out the door, she probably doesn't have time for questions... BUT you want to be confident and competent, say "I do have a question."

Now, there are two things that are going on. One, the big boss, probably goes OK, what? And everybody on the team goes, thank God she's going to ask a question. What is your business communication strategy? One, you stopped the big boss, and you say "the Norton has been a client of ours since 2008. The information we're going to provide for Thursday- which year do you want it from? Do you want it from the \$60,000 contract or from the Million Dollar contract?" Well one, you're clearing it up for the team, and two, you're becoming confident and competent, and three, you're making the big boss be more clear and more detailed, so she didn't walk out of the room and the six of you are in the room going, what the heck do we do now, because you don't have enough information.

So there's your big invitation to solidify the etiquette of taking care of the team. The confidence, taking care of the team, and the example is you have provided seamless information by asking a question. Made you feel good, because you know how to prep; the team likes you because you have the courage to do that, and now your boss is saying, "I want this and this and this."

You can ask another question. You can always ask a question, but if that person has left the group, Melody, and nobody has the information, what happens? You're mad at the boss, you're not going to be effective for Thursday, and your communication is ragged.

Do you bring six files for Thursday, hoping just in case? That best strategy of Business Communication Etiquette, one, you keep it clean for the team; keep it clean for yourself. You're still respectful, create clarity and everybody's happier. So is that the kind of example you're looking for?

**Melody:** Yes, that's an excellent example, because that not only addresses the team part of things, and of course the boss, but we also sometimes, that is probably 90% of the average team meeting when the supervisor comes in. Now let's take it one step further, if you could, and let's say you have a conference full of high performing people, and there are plenty of hands in the air. How do we leverage our need for communication and the requirement of etiquette to really get the job done? What would you suggest in this scenario?

**Natalie:** That's also a good question. Depending... I'm going to make this my own scene. We have about 20 people, they're all high performers, and we are discussing a \$20 million contract.

If I'm standing at the front of the room, and I'm the boss and I've got 20 people in there, and 11 hands, I say, "Wow!" OK, I would get out a marker or flipchart or electronic board. I wouldn't answer the questions individually. I would debrief from the entire room.

"Charlie, what was your question?" And have all the questions up there. Because usually in that kind of high performance, dramatic way, you either don't have enough information about the client or you don't have enough information for the solution. Maybe, because of all the questions, communication within the team hasn't been as good as we wanted it to be.

If it's a new team, heck, they're going to expect all these questions. If we're about to go to assigning pieces of a proposal to complete and out of 20 people we've 11 people asking questions, you've got a communication issue and interest. I always debrief. "Great, love the hands." Never pick on anybody for asking a question. Good Lord, all these questions and tomorrow we're going to do it. I always like the questions, and I always encourage my clients to go whoa, this is good, lots of questions.

I'm a flip chart girl, I know we have all these electronic props, and I also like the electronic boards and have fun with them. But flipchart paper hanging up all over the walls and black and blue magic marker is stimulating. You can also say, "OK, we've got six tables in here, write your questions down, bring them up, and we'll put them on the flip chart." You always want the engagement of the people in the room, you never want to stop questions, because if you're dealing with a \$20 million contract, the people who sign the check or sign off on the proposal, may have that question.

**Melody:** That's right.

**Natalie:** And you always want to take care of the team and the prospect/client. Because Business Communication Etiquette is being present and making clear, and creating a high-value relationship within your team, within that sale, within that community and within that audience. You can competently and confidently show them the value of using you or your team to solve whatever the issue is for the people you're either selling for or solving for.

## Respecting The Method Of Communication And The Person

You may be also interested in reading: **Listen To The Words You Say**  
<http://nataliemanor.com/6018/>

**Melody:** Natalie, this brings us into another transitional point, earlier in our interview you discussed the idea of trust, respect, presence, that were key words for you, excellence and confidence that a well-oiled use of Business

Communication Etiquette provides. Tell us once again, to remind us of that core value, why is etiquette a key business strategy?

**Natalie:** You just answered the question for me, but I'm going to go further. The best way to create the solidity, the presence, that I understand you and you understand me, whether we're texting, emailing, skyping, live streaming, Googling, whatever we're doing. Or we're face-to-face, or we're in an audience, is by asking and defining, asking a good question and then making sure that you've got the answer that brings value to that other person, to that audience, or to that team. So with Business Communication Etiquette, you've got the clarity, and you ask the questions.

You need to ask really, really good questions. Here's one coaching question or clearing up question that I ask all the time, and it provides amazing results. When you're giving a performance evaluation, or you could be in a room of 10,000 people, when you're asking a good question, getting to resolving that which is most important to the client, prospect, audience, the person in front of you, and they have answered the question, here it is, your million dollar next question: "Is there anything else?"

Because 90% of the time, somebody's got something else to add. They'll share their answer, and you'll say thanks very much. "Is there anything else?" 50(60?)% of the time, there's more information that they want to give you. "Well, I'm really glad that you provided that. Is there anything else?" 30% of the time, Melody, there's more information. And yet, we rarely get to that level of getting clarity, and listening to people, it's like when you say Good Morning, how are you? Good how are you? That is not a greeting in any way. If you really wanted to find out information about people, say Good Morning, Melody, how are you doing? And then you just shut up.

**Melody:** Exactly.

**Natalie:** If you say good and I see your body language is telling me it's not so good. "Well, I had a flat tire." Now we're communicating.

Creating a relationship. "Really? Can I help you with that?" What would happen if I did that with you? First of all, you'd feel listened to, you found a sympathetic ear. You feel cared about. And in too many interactions and creating a high value relationship, the etiquette of dealing with somebody, professionalism is people want to know that the value you bring. Whatever



that value is, can help solve their issue or their problem, for this moment. So it's stunning, you ask questions. You let go of ego.

Another one, Melody, is ego. Many times when you walk into a room, dealing with people, they've got a higher rank than you do. You know all of us in the diplomatic core, growing up that way, the person, the Prime Minister or whoever was in the room. With my Dad being in the military as an officer, when he was captain, the major was higher ranking and you stood up when the major or colonel walked in. With rank you got rid of your ego, because those of us who rank higher. I'm a masters certified executive coach, a five time author. I have a lot of credentials. Many times when I get introduced the credentials shut people down a little bit. So I want to get rid of that ego, so they don't feel like they're diminished from me being an expert. The ego can take a back seat. You don't have to one upmanship other people. When you're really listening to people they are profoundly moved, because 1) rarely are they ever listened to; and 2) no one ever says to them, "is there anything else?" Wow. If people trust you, you get the sale. You absolutely get the sale each and every time. Whether it's a \$450,000 sale or if it's a \$10,000 sale.

I remember I had a sale in Boston. When I went in there, I was terrified. I was there with somebody who was a higher rank than me; I was female; and it was really only my third or fourth proposal that was more than \$100,000. And when you hit that level, you do a lot of hyperventilating when you're early in your career. I was going in, and was going to be signing for \$450,000. I went in and listened. I said, "have we created for you an atmosphere where you feel like we're going to be able to bring you value at each step of working together?" The guy looked at me and said "Absolutely." And I said, "is there anything else?" And he said "you know Natalie, there really is. We have an agreement to do this, this and this, and what I'd like to do is I'd like to add another executive to this. I think he would really benefit from part of this. Can we do that?"

"Absolutely. Can you tell me why you think it would be beneficial?" This guy talked about how good I am, the company is, the proposal is, he's embedding all these good things. "I would be delighted to have that person join us. And I don't think we need to work with the numbers at all." I said "I think he will fit in beautifully, and I think it's a good idea you have." I said, "so is there anything else?" He said "no, let's sign this thing." And I walked out of there with a sale of \$450,000. I didn't get scared, and I didn't have

stomach upset, and I wasn't worried until I sat in my car, because I was completely present to the value I bring.

**Melody:** You believed in the value you could provide, and by admitting that and owning that, you created that atmosphere of trust that allowed the deal to be done.

**Natalie:** I was in the relationship with him, and with myself.

Is there anything else? There was something else, and I think that was a valuable question, but it's not just the question I'm asking, is that I learn, and I teach my clients. I talk to my prospects and my audiences, and everything I write. I've written five books, all of that is about creating a high value relationship with what you're dealing with. Provide value and you create trust and respect. I think that's about as classy and professional as you can get.

**Melody:** Absolutely. You almost anticipated this question, because you provided that beautiful real-life example, and of course I know we all agree that real-life experience is often the best teaching model, good or bad, we take away something we can use for a future situation. So is there possibly another story, about maybe your coaching, something you have coached a client about Business Communication Etiquette, and how it really helped them make a difference and attain something they thought might be unattainable?

**Natalie:** Yes, I have 1,000 stories, because my prospects who turned into clients open their kimono and really allow me in. The people I deal (coach) with are very, very smart, and successful. They have something that they're not quite getting to do as well as they want to do.

I had this very, very high level client who was very worried, and I found out later why. Very worried about going to a meeting. I happen to be in the same town, and I said "I'll go with you if you want. And I'll sit outside the meeting room, and nobody will know I will be there." He said "Really?" He was not confident about this, and he wasn't going to be until after it was done, and all the questions. He knew exactly what to do. I rode with him, and we went to the meeting. He walked around the corner to a lounge area. I said, "if you need to pull me in, you can tell them I'm your assistant, or

partner or whatever else?” And he looked at me and he said with a smile, “No, I think I’ve got it.”

Two hours later, he came out and I followed him out to the car. He started to cry. I held him, and we hugged, and he said, “I did it. I got the contract. And I never would have done it without you.” I said, “what was it that was so helpful to you?” And he said “you allowed me to have my hand held, and I’ve never ever done that, for my own employees, for my own family. I am a changed man.”

Because he allowed himself to be guided in that way. His team, within two months had shifted. I was working with them, and they asked me “what did you do?” And I said “I didn’t do anything. He listened, used Business Communication Etiquette and trusted.” He provided value. No ego and becoming competent and confident at the same time, creates a relationship and business communications that is so clear and so relevant and so pure and so in the moment, that people can do anything. They feel absolutely confident, they feel inspired, they feel respected and they feel trusted.

He got the contract and all of that, but the shift for him, that he understood, what the difference was between being a pretty much egomaniac, in some areas, to really being in relationships and providing value. And when we call it etiquette it is being in the moment, with people with what they need most in that moment. And got it solved in himself.

**Melody:** That’s a powerful story, and I really appreciate your sharing it. Earlier in the discussion, you touched on technology and what a challenge it is for all of us today. The only thing I can think of is just the constant buzz of electronic gear, we all are appended to it, we can’t break down for a moment. We are multi-tasking. We’re having a real problem being in the moment because our moments are so fragmented by the things we’re trying to absorb. It really seems to interfere with the practice of any kind of etiquette, be it business or otherwise. Can we leverage technology today to optimize business communication etiquette?

## You Technology Device And You

**Natalie:** Yes we can. Everybody has a device. iPad, or smartphone or whatever the device. And you're usually no more than a foot or a foot and a half away from us. We'd rather lose the purse than lose the phone.

I've spent my whole life wanting to have my purse. If someone stole my purse and my phone, I'd be more worried about my phone. So yes, technology has taken us over.

In our brain function, we have 100 billion cells in our body, and they all know what's going on in our body at the same time.

There's a thing called reciprocity, it's actually a chemical reaction. I'll give you a visual, physical example of this. Coming out of a movie show, or theater show on Broadway, outside, as soon as the theater lets out, there are dozens of people handing out flyers to you, you as patron coming out of the show. They want you, to know information about other shows, and things to do after the theater. I think people are making money for handing out these flyers. If you take the flyer, you feel an obligation, a chemical obligation inside of you to at least look at this, that's called reciprocity. If you don't take it, you don't feel like you have to do anything with that person. So it's the same thing with texting, emails, phone calls, and because we text all the time, you're constantly being interrupted, reacting to, that chemical reaction of reciprocity. And how we can stop being in that reactive mode, is to set parameters with how you want to deal with technology.

So I have my clients, in an etiquette way, constantly evaluate, what do your clients need? What are your business needs, what does your family need? Then we build and structure their time that way, and their day that way. I ask them to use alarms; I ask them to cut themselves off, no texting if they're working on a project. They can use the notes function, the alarm function to alert them. Get feedback, ask people to give you electronic support.

When we say we multitask, there's no such thing as multitasking. There's the speed of doing one thing after another after another because we have tasks to do, but your brain and your body can only do one thing at a time. So when we go from one thing on your desk, answering an email, then you go into working on a project, then answering the phone, you may feel like

you're multitasking and getting two things done at the same time. What you're doing is interrupting your quality flow, so you look at how does your quality flow? What do people need from you? Also, what's the etiquette and dealing with this information you keep receiving and it keeps interrupting you?

I have an example here. I dealt with a woman who was the first woman, and officer in a billion dollar organization. She set up a sales team, I got to work with her sales team and it was absolutely wonderful. We worked together for a year, and at the end of the year, on her performance evaluation she only had one negative comment. The negative comment stated her emails were garbled. Her habit because she would answer her emails, she got dozens and dozens of them a day from her team, and she would try to answer several at a time. She was not quite finished with one email go onto the next one. Her emails were not clear and garbled because she was moving too fast and breaking the communication rules of clarity.

She changed her habit completed each email then take a deep breath and go onto the next one. She wasn't doing 10 at a time anymore, she was doing one at a time, and the negative comment on her performance evaluation went away.

So here is a top level executive, profit sharing, first female, running a highly successful team, and her communication got the ding because she was moving too fast and not being clear.

You evaluate how and what you're doing, with the value of what you're doing, your etiquette, communication with other people, is critical to communicating well. Ask what am I working on, how do I communicate and then use the technology and devices to support you.

When I was working on some personal behavior of my own, for a year I set an alarm every day at 6:00pm. There was something that I wanted to do, I called it my devotional, be present, say a couple of prayers, be completely grateful, and I did it for a year. I had this one group that I met with during that year that was a dinner group. They would stop and join me when my alarm sounded. Because I met with them ten times during the year, and they'd say "it's Natalie's six o'clock." They started using their devices to support themselves.

So whatever your device it has a dozen ways of supporting you in being strategic and being responsive to those things that are valuable for other people. And in being responsive, it doesn't necessarily mean fast, it means thorough and clear.

**Melody:** And truly listening and hearing the problem before providing a solution.

**Natalie:** Yes, the solution is great. The solution isn't just hitting the reply button and hitting the send button on your email.

**Melody:** Gosh, we've talked about so many different things. I'd like to crystalize some of what we talked about and make it easy for maybe some of the note takers to have a bullet point list. So let's do this...what are the top seven absolute practices that must be in place for all of us to benefit from the high-performing skill set of Business Communication Etiquette?

## Quick Review Of BCE For You

**Natalie:** I'm going to say what the seven are, then go back and define them a little bit.

**Melody:** OK.

**Natalie:** So write fast.

- **Listen**
- **Respond**
- **Be clear**
- **Show respect**
- **Communicate**
- **Sincere interest**
- **Filling in the gaps/Is there anything else**

The first one is Listening. You know when you're being listened to. When you're on the telephone with somebody. I can say to my client, (I do 85% of

my work on the phone), I'll say, "You're reading emails, aren't you?" They say, "Natalie, how do you know?" My response is: "I can tell the difference in your breathing and attention."

So just listen. Listen to who you're with at the time. If you're webinar, if you're on a teleconference, if you're with your teammates, be present. Be there.

The second one is Respond. When someone is dealing with you, and you're listening to them, it is good to give them a response. It is good to show them that you're present. Or get clarity. "You just said there's going to be six of them, is that what you meant?", "Oh, no,... Glad you said that. What I meant was 5, plus one in the third quarter." You want to be able to respond.

The third one is Be Clear. When, where, how. Thursday at 3:00? The proposal for the Nortons, is it the million dollar one or the two million dollar one? Make it clear, not only will you make it clear for you, but that is communication at it's finest.

Show Respect is number four. No eye rolling. Everybody knows when you're texting at a meeting, because you're looking down. You're not examining your genitals. You're texting, or you're reading your email on your device. I wrote about this on my blog. I know most people who read my blog read it from their device. So I make sure my blog is readable on a device. Know what you need, find out what is needed, and then respect that.

The fifth point is Communication. Communication is present, it's clear, it's respectful, it's timely, it includes what is necessary, and also makes clear to other people.

Sincere Interest is the sixth point, and I do mean that. People know when you are not sincere. If you're not sincere and you're building a classy, etiquette-filled relationship during your business communications that you make with your audiences, or prospects or clients, they're going to know. You need to be in a place that brings the value.

Filling In The Gaps is number seven. Bring value. Don't bring a six-page document that looks good, bring value. Ask people what they need. Ask them what's important to them. What would be important enough to this



morning? What would support look like? Be supportive. Ask how and what questions. Bring value.

Here are my seven value producing tips for Business Communication Etiquette: Listen, Respond, Be Clear, Respectful, Communicate, wonderfully, easily, in the moment, show Sincere Interest, Fill In The Gaps with value.

**Melody:** Excellent. I'm sure everybody got that down, right? (laughter)

**Natalie:** You know what? I'd like to wrap this up, and the reason I'd like to wrap this up is you can only learn so much in the moment, but before we wrap it up, I'd like to talk about texting.

Not too long ago, when I was doing a workshop with the owners and their organization, texting was just starting. People they did not openly bring their own device to work, and if they did they'd be sneaking around in the bathrooms. The owners were writing policies about not texting. Now we have discussions about BYOD, which is Bring Your Own Device. IT departments are having problems with everybody texting and unsupported devices.

## The Etiquette Of Texting

There is an etiquette about texting that I would really would like you to learn. If it's a good friend, you can text. If it's a prospect, or a client, what you text in information is not personal in any way, ever, and it's never abbreviated. What if my boss and I go and play golf on Saturday? Fine. Be personal in the golf, not in business. Why? Because you get bad habits. LOL and OMG and all of those abbreviations that you write on your phone, slide into your communication within emails, letters, writing proposals. You do not want to treat anybody on the other end of receiving your communications as if you're texting with them. Because it is not a sophisticated way of providing information. It's not good Business Communication Etiquette.

I hear you. I know, I know, Natalie, we're texting more and more and more. I want you to use texting for information. For my clients, I work with my

clients, 100% of them text. But if they're providing strategy and plans for our work those include go into an email to each other.

**Melody:** Exactly. Let's talk about security as well, because these devices, most of them, do not offer an encrypted environment for sending what may be sensitive information, and we have to remember the difference.

**Natalie:** Yes, sensitive information, you really want to take very good care. Let's talk about my clients for a minute; everything I do with my clients is confidential. So when I text with them, if they're talking about their bosses, and situations, we move it into email, or we talk on the telephone. If there is anything that's sensitive, I don't want anybody to feel like they can't have that conversation. If you want it to be personal, be personal. But business and personal together, I think, is not a good way to run your texting. Texting is too responsive; it interrupts you way too many times during the day. Do not become casual about your grammar and your language.

Do I sound like an old doodad? Yes. I don't really care. Communication, brilliant, beautiful communication will never, ever go out of style; and treating people in a profound way and bringing value requires no LOL or OMG. There is a way of dealing with language that, using the King's English, and making it clear, especially when you're dealing with proposals and projects. People feel very confident that you understand what is important to them. I don't know of any proposal that I would ever do that would have abbreviations of that kind unless you're dealing with Department of Defense or something like that. But the abbreviations are not for the business world, and in your texting.

For your personal, go ahead and use all the abbreviations in the world; but careful, for sliding into your professional, classy, etiquette world. So that's what I have to say about texting, and I had to hold people's hands for the last five years, and now they are texting, you can sit at your desk and text. So understand, when communication becomes pervasive, it's very persuasive, and it doesn't necessarily build for you what you want to have as an impression of you, when impression is the value that you bring.

So I would just now and then take a deep breath and say, OK.

So how am I doing? Good? Still with me? Am I Listening? Am I responsive? Am I caring? Am I bringing a classy environment, do they trust me, am I bringing effectiveness? So there you have it.

**Melody:** This has been so informative. What a wonderful way for us to touch base about some things that we both care deeply about. Thanks so much for giving me the opportunity to ask you those questions.

**Natalie:** You know what? I wouldn't have anybody else. I just want everybody to know, Clearvoice Productions, or Clearvoice.biz, Melody my friend of many, many years, is the ultimate pro. She's the classiest dame on the face of the earth, and you will have a total, total package in dealing with her. But she also brings for me, in a friendship, just total trust and total love. So it's absolute fun spending this time with you, and I'm really glad that business communication is important to people.

This is Natalie Manor, and I'm the founder of Messystress.com, don't be stressed; Business Communication Etiquette will help your stress go away within business, and NatalieManor.com. And I'm delighted to have spent time with you. Melody, thank you very much.

**Melody:** Thank you dear friend. It was a pure pleasure.

**Natalie:** Talk to you soon. You know what, everybody, be classy.

## **Confidence = Your Best Stress Reducer**

Confidence is the best way to communicate easily with anyone at any time. And why call Confidence a stress reducer?

When you feel confident, communicate confidently, text, write, share, support in a confident way, people easily build relationships with you. Relationships are the bedrock of business and personal success.

In all of my coaching relationships with my clients and with my audiences, I want to make sure they feel completely safe and competent when communicating so they know that their content is valuable. Once people trust your communication and know your content is valuable (supportive) to them they will feel good about your relationship.

Sales will increase. Trust within the relationship grows. Performance is enhanced by the sender and the receiver of the communication. Projects are completed faster; teams trust each other; bosses give higher raises; the organization promotes you faster; referrals are easily given and testimonials are honest and forthcoming.

### **Confident people create successful results.**

Confident people are less stressed, make more money, create more opportunity for themselves and others and have better, longer lasting relationships whether professional or personal.

**Communication done well is like printing money, eating dessert and being on vacation 24/7.** <http://nataliemanor.com/kindle/>

Business Communication Etiquette will get you to the place where you confidently know what to say and when and how.

<http://nataliemanor.com/kindle/>

Whether you are communicating with your smart devices or hand writing a personal note to a hot prospect. Confident communication is a “feeling” that everyone deserves to experience – when it is done with clarity, class and ease life is good! BCE will be your friend and a trusted resource to easily mastering the “art” of communicating confidently and clearly, faster than you ever thought possible. <http://nataliemanor.com/kindle/>

You are welcome to check us out and our other Confidence = Your Best Stress Reducer series <http://NatalieManor.com>

You are welcome to sign up for our blog at <http://NatalieManor.com/blog> – samples of which are on our Amazon.com bio page.

### **More reference and interesting info on BCE:**

**Article: Business Etiquette** <http://nataliemanor.com/articles/business-communication-etiquette>

**Article: BCE: Communicate Like A Pro**  
<http://nataliemanor.com/downloads/bcearticle.pdf>

**Article: Consistently Inconsistent**

<http://nataliemanor.com/articles/consistently-inconsistent>

**Natalie R. Manor**, founder and President of NMA, Natalie Manor & Associates, is a recognized leader in leadership, business development and “people” development, having served a global client base since 1986. Manor applies her expertise and creativity in consistently innovating key leadership, communication and performance management best practices to produce clear, effective, stress free and confident leaders faster than ever thought possible. She has risen to industry prominence and is a regular keynote speaker, presenter, team developer and key succession coach for companies and organizations determined to increase their leadership talents to maximize their potential, profits and increase their productivity. Manor is a five (5) time co-author of books detailing tips, techniques and strategies creating sustainable results for individuals and the workplace.

*“Helping potential high achievers create self-awareness, recognize their edges, and increase their personal effectiveness is at the heart of Manor’s leadership development - she is a great speaker, teacher and coach.”*

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