

# Beverly Hills Manners™

*presents*

## “Outclass The Competition”

Focusing on the Ultimate Business Tool - Protocol & Etiquette Intelligence



In a rapidly expanding global economy, executives on all levels need to distinguish themselves from the competition. This dynamic one-day seminar provides the tools that give you an advantage in situations where business may be promoted or conducted. Includes a multi-course dining tutorial.

“**Outclass the Competition**” educates executives on developing positive, powerful social tools that will produce long term results and help them to realize their career goals. This special program is designed to refine professional skills, enhance presentation and improve communication with clients, employers and associates.

Cultivating these “soft skills” is guaranteed to help develop new business, maintain a positive image and project confidence and authority in all business endeavors. There has never been a better time to invest in polish and training for the business professional. In an increasingly competitive marketplace, this specific skillset may be the only way to separate you from your competition.

### “Outclass The Competition” - Topics Include

- Distinguishing Oneself from the Competition
- Making Positive First Impressions
- Appearance, Grooming & Attire
- Posture & Polish
- Business Introductions
- Handshaking—The Ultimate Greeting
- Eye Signals

- Name Tag Placement
- Business Card Presentation
- Cross-Cultural Awareness
- Conversation Skills
- Cell Phone Etiquette
- Business Email Etiquette
- Social Media Etiquette
- Professional Thank You Notes
- Effective Business Meal Tactics
- Host and Guest Duties
- Napkin Placement & Usage
- Styles of Eating (American, Continental & Asian)
- Silverware Savvy
- Resting & Finished Positions
- The Three “B’s” of Toasting
- World Class Do’s and Don’ts
- Eating Various Foods
- Excusing Yourself
- Handling the Bill & Gratuities

“**Outclass The Competition**” may be conducted on company premises or at another location of your choosing. A Beverly Hills Manners representative will be available to coordinate location and catering options.

“**Outclass The Competition**” is a one-day seminar offered from 9am to 5pm.

Kindly contact us for more details and pricing on individual and group rates.

Supplementary materials provided by The Protocol School of Washington®.

# ENROLLMENT FORM

## “OUTCLASS THE COMPETITION”

Honorific and Name: \_\_\_\_\_  
Position/Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
\_\_\_\_\_ Zip Code: \_\_\_\_\_  
Telephone (Area Code): \_\_\_\_\_ Fax: \_\_\_\_\_  
Cell Phone: \_\_\_\_\_ Email: \_\_\_\_\_

I understand that the non-refundable tuition will secure a space in the seminar. If the participant must postpone/cancel attendance, the participant may use the non-refundable tuition fee, minus a \$100.00 administrative fee for the seminars, at a later date. Postponements/cancellations must be received in writing 72 hours prior to the seminar or attendees are liable for the entire fee.

Signature: \_\_\_\_\_

*SEMINAR TITLE* - DATE  
*SEMINAR TITLE* - DATE

Dietary Needs:  Yes  No (If yes, list on reverse side.)

Investment: \$ \_\_\_\_\_ (U.S.D.)

Method of Payment (Circle One)

\* Check  PayPal Online

- Make check payable to Beverly Hills Manners, Inc.
- Enrollment priority is based on the order in which enrollment forms and payments are received.

Return to:  
Beverly Hills Manners, Inc.  
1075 Angelo Drive  
Beverly Hills, CA 90210

For Office Use Only: Enrollment form and payment received on this date: \_\_\_\_\_