

45 IDEAS – BUSINESS ETIQUETTE 101

MODERATOR

Pat Trowbridge is Vice President and Group Publisher - Equine & Agrarian Titles for i-5 Publishing, publisher of *Horse Illustrated*, *Young Rider*, *Hobby Farms* and HorseChannel.com. He began his publishing career in 1996, during his over 19 years; he has held many positions including Advertising Sales Representative, Advertising Sales Manager, Advertising Director for Equine Group Publications, Director of Corporate Special Projects, and Associate Publisher for Trade Titles. Pat grew up riding horses on his family's small farm in Kansas. He resides in Southern California with his family

PANELISTS

Doug Hayes is the AQHA Manager of Business Development and is working on his 34th year with the American Quarter Horse Association. His duties include sales and sales management of print and online advertising and class sponsorships at all three of the AQHA World Championship Shows and three Level 1 Championship Shows. He also is involved with selling mid-level sponsorships and in the management of the horse sale at the Open/Amateur World Championship Show.

His wife, Tadhi, and Doug have three children, the last of which will graduate from Kansas State University in December. He has been to at least 25 AHP Seminars.

Jaci Hoffmann joined MediaRadar in 2010 after spending over six years in the publishing industry with Gannett Company, Inc – US Community Publishing Division. At MediaRadar, she leads the Marketing and Public Relations team. Jaci is a graduate of Salisbury University. "MediaRadar's technology breaks down complex and massive amounts of data into easy-to-understand, actionable insights. Not a day goes by that a client doesn't tell us how much they love and rely on our tools. It's a great feeling to know your company and its products are in such high demand."

Molly O'Brien is the Marketing Communications Manager for W. F. Young, Inc./Absorbine, where her role includes media planning and buying. Molly's work history includes marketing communications and publication positions both in and out of the equine world. On the publication side, she has held editorial and advertising positions with several equine titles and served as associate publisher of *New England Antiques Journal*. Molly currently owns two Morgan mares and competes in Morgan shows on the regional and national level.

1. Start with a strong introduction. Smile and make eye contact. Be sure to use a firm handshake and state your own name and company/title as well as repeating the name of the person whom you are meeting for the first time.
2. Look and act how you want to be perceived – dress appropriately.
 - Don't over dress to make someone feel inferior
 - Don't under dress or you won't be credited
 - Shake hands, address by name
3. Be prepared. Have a purpose for your contact with a prospect or client.
4. When exchanging business cards, be sure to take the time to actually look at and read the person's card. This is a custom in the Far East that is often overlooked in the U.S. but can be an easy way to demonstrate genuine interest in the person you are meeting.
5. Take notes and follow up. Make a connection.
6. Be beneficial. Your whole mindset should be what's in it for the customer, how does using your publication benefit them. What's in it for you is of no consequence at this stage.
7. Ask how a person prefers to be communicated with. Phone or email? Early in the morning or after hours? Avoid lunchtime or is it the perfect time to catch them at their desk?
8. Be respectful.
 - Of their time
 - Of their situation/problem/challenges
 - Listen, think and respond
 - Provide solutions, not just pushing product
9. Be courteous. Their time is valuable.
10. Stand up. You need to appear professional and ready to engage with booth visitors, not sitting down and disinterested.

11. Pre conference homework -
 - Prepare a target list – learn about them
 - Advertising trends
 - Competitors
 - Challenges
 - Format of the event
 - When are networking opportunities?
 - Dress code for event.
 - Get involved – you will meet more people
12. Be courteous. Your prospect or client is attending the trade show to sell a product or service, not to see you.
13. Don't use your cell phone when working in the booth. You'll miss key opportunities to draw people into your booth/discussion if your head is buried in your device.
14. Don't pitch.
 - Ask questions
 - Listen to client needs
 - Build rapport with the person
 - Don't be shy
 - Be personable
15. Be brief if you are making contact with them in between their client contacts.
16. Do make eye contact and acknowledge someone who is waiting to talk to you, even if you are engaged in another conversation. That way they know that you are aware that they are there and that you are also interested in communicating with them.
17. Follow up.
 - Set follow up expectations during your conversation
 - Follow through
18. Make an appointment with them ahead of the event if you both will need more time together.

19. Don't hide behind a table. Configure your booth so that it invites people into your space rather than keeping them in the aisle.
20. Build rapport.
 - Know who you are calling and how much time you will have
 - Do a needs assessment prior to call
 - Come across as you are trying to help, not just "sell something"
 - Schedule the call – even if it's 10-15 mins
 - Give me a heads up and I'll be more likely to give you my full attention
21. Be an expert. No one wants to talk to a salesman. Everyone wants to talk to an expert.
22. Clearly state your name and where you are calling from before you ask to speak to someone. e.g. "Good afternoon, this is Mary Smith. I'm calling from XYZ Publication; may I please speak with John Jones?"
23. Understand the business needs.
 - Know their focus and challenges – if you can't help, don't pitch
 - Be solution based and relevant
 - What objections will you most likely come across – how will you combat them?
 - Know your benefits/have talking points to stay on pace
 - Don't just pitch everything that you have to sell
24. Enjoy the challenge.
25. A cold call shouldn't be done cold. Develop a call guide ahead of time. This doesn't need to be a script, but it should include your greeting, your hook, key talking points, and desired action. Practice before you dial.
26. Be confident that you can help.
 - Be personable
 - Don't waste the prospects time. Be able to solve a problem or challenge
 - Set clear follow up expectations and timeline
27. Get continuing education like AHP's two-day seminar.

28. Keep a mirror next to your phone. It's a great reminder to smile and maintain positive body language. Prospects may not see you, but they'll hear your positive attitude as you speak.
29. Follow up in writing.
 - Send an email thanking for the time
 - Include next steps and timeline
 - Stick to your schedule/timeline – prove that you are dependable
 - Send gentle reminders as deadlines get near.
 - Put a buffer in your deadline, just in case they are late.
30. Emails are rather impersonal. Do what you can to make yours more relational.
31. When leaving a message, be sure to begin with your name, company, and phone number. More often than not someone will not listen to your message all the way through or may become distracted while your message is playing. You want your contact info to be heard in the first five seconds so that they can note it down right away. Be sure to restate your name and number before ending your message.
32. Walking the line – professional vs. familiar.
 - Email is more familiar, so format accordingly
 - Have an intro – pleasantries
 - Dear vs. Hello vs. Hi vs. Hey
33. Be concise. This is business—it's not a love letter.
34. Use a compelling subject line to increase the chance of the email being opened.
35. Short and sweet.
 - Use bullets – if you can
 - Clearly define the purpose of the email
 - Timelines and deadlines should always be in writing
 - Intro, middle and end – sign your note
 - Include a signature line – if I need to catch up with you, I need to find you

36. Words are very powerful. Choose them wisely.
37. Be resilient. If getting told "no" devastates you, you are probably in the wrong profession.
38. Accompany the email with a phone call.
- Leave a short voicemail to follow up, so someone knows to be on the look out
 - Will also set tone
39. Edit your emails. Proper grammar, punctuation and spelling are of paramount importance.
40. Leave the "To" field blank until you are truly ready to send the email. Don't risk sending an email that is incomplete or inappropriate.
41. Ad Prospects: Take their lead.
- Unless you have built rapport don't be too familiar.
 - To the point, not a lot of fluff in the email
42. Get to know all you possibly can about your prospect's business before you contact them.
43. Proofread carefully. Auto correct is not always your best friend.
44. Job Seekers – Customize it.
- Take the time to customize your cover letter
 - Write or speak professionally. This is more formal, even if it is an emailed cover letter. Tone says a lot about you.
 - Answer questions in the job description
 - Keep a cover letter short, but informative. – proofread it!
 - Use bullet points where possible. (I'm skimming)
45. Be a problem solver. Find out what they need and find a way to serve that need.