



The CONNECTION™

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Business Card Etiquette

Exchanging business cards is as natural to the sales process as breathing. It's amazing how many sales professionals, then, exhibit poor business card etiquette. Without getting into the specifics of doing business in other cultures, here are some general tips:

- Keep your business cards in good condition — don't hand out crumpled or scribbled-on cards.
- Look carefully at any card you receive — not only does it reflect well on you for paying attention, but there may also be important information on it that will further the conversation.
- Hand the card toward the other person so they can read it, not upside down or sideways.
- After receiving a card, put it somewhere safe so that it won't get lost or crumpled. Respect for the card shows respect for the prospect.

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