

eLuminate

■ square
yards

VISITING CARD ETIQUETTE

RULES TO REMEMBER



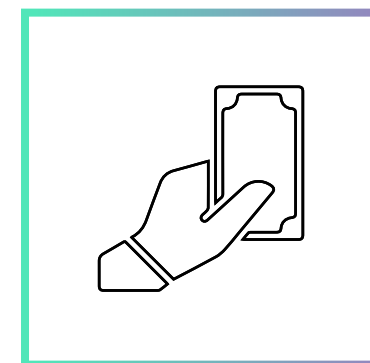
■ Always Carry Extra



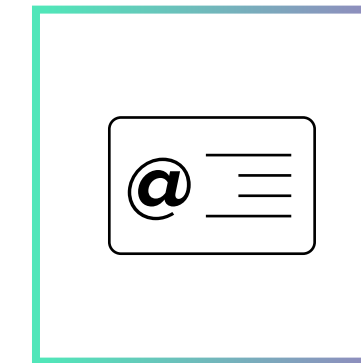
■ Keep Them Safe



■ Make Sure They Are Accurate



■ Hand The Card Facing The Recipient



■ Follow Customs

ALWAYS CARRY EXTRA



- Always carry enough business cards
 - Generally you may require just one business card for the person you are meeting
 - In case you end up meeting more than one person, have extra cards which can be shared
 - Always offer each recipient your card separately as a show of respect
 - In case of multiple recipients, hand each recipient the cards in exactly the same way

KEEP THEM SAFE



- Protect your business cards
 - Never keep your business cards directly in your shirt or jacket pocket
 - Always keep them in a business cards holder, or your wallet
 - An untidy or damaged card can seem quite disrespectful to the recipient.
 - Always offer a pristine card
 - Ensure the cards do not have dog ears

MAKE SURE THEY ARE ACCURATE



- Information on your Visiting Card should be accurate and updated
 - Name
 - Designation
 - Company Name
 - Company Address
 - Mobile Number
 - Email Address
 - Licence or Registration Number if applicable

All this information must be validated and only then the cards should be printed.

HAND YOUR CARD FACING THE RECIPIENT



- Always hand your card over with the print facing the recipient
 - Handing the card over, print facing upwards, is a sign of respect and should not be taken lightly
 - If at this time the recipient hands you his card in exchange
 - Take the card with a slight bow
 - Look at card and acknowledge it. **Not doing so can be considered disrespectful.**
 - If you are standing you may then place the card in your pocket. If your seated, keep the card in full view on your desk.



- Always Follow local and regional customs
 - Handing a card over with two hands with the card facing the customer is a Japanese custom.
 - The Japanese follow this custom because they believe that anything that is presented, should be presented with two hands.
 - This practice has found its way to South East Asia and countries like India, Bangladesh and Sri Lanka.
 - There is nothing wrong with handing a card over with one hand as long as
 - The card is horizontal
 - Facing the customer
 - Is given with respect.

**THANK YOU FOR PAYING ATTENTION
GET READY FOR AN ASSESSMENT**