



# **Business Builder**

**Tips & Techniques to Help Your Business Grow**

## **Ten Rules of Business Manners**

Reread these regularly, and put a copy of them on every employee's desk. Living by these rules will make your business and life—yours and others—richer, in every sense of the word:

1. Always wait a split second after a person finishes talking before you speak. remember, your customers don't want to hear you talk; they want to hear you listening to them!
2. Listen with your entire body.
3. Be positive. Never put down another person or the competition in front of customers.
4. Speak well of others. Sincere compliments ring the cash register.
5. Memorize names. People love to hear their name, so use it as much as you can in conversations.
6. Never try to impress. The effort always shows, and it diminishes you.
7. Never make your conversations—particularly on cell phones—public.
8. Praise but never flatter. Praise makes people feel good; flattery makes them feel manipulated.
9. A simple rule whenever you are in doubt: Be kind.
10. And finally, every day, try to go way beyond people's expectations: do this and they'll spread the word about your business!

- from *What Clients Loves*, by Harry Beckwith

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