

'How do you do!'

by:Carolann Philips

Introductions are something we do everyday but many do not realize the importance of them. Introducing people is one of the most important acts in business, yet very few people know how to do it correctly. Knowing how to make a graceful introduction will not only allow you to concentrate on making a good impression but it will also give you the confidence and power to nurture the relationship. The ability to confidently introduce yourself demonstrates that you are at ease and in control.

The goal for making introductions is to provide information about each other in order to give the two being introduced a common ground to carry on a conversation.

When performing introductions always stand and follow the golden rule: Always say the most important person's name first. In business, rank and status are the primary determinants to who takes precedence over whom. Gender and age are typically not factors. However, it must be remembered that the most important person in business is the client. When you make an introduction, try to include a little information about the people you are introducing. Otherwise, the people you have just introduced may stare at each other with nothing to say. An example of a proper business introduction would therefore be – “Mr. Said Al Harthy, may I introduce Mr. Tom Smith, the CEO of XYZ company. Mr. Said Al Harthy is here to purchase our new product” Never use the word "meet" when introducing people. When you use the word “meet” to introduce someone, you will always throw the emphasis off toward the wrong person, thereby breaching protocol for a proper business introduction. Rather, for an informal introduction, use the words "*this is*" as the bridge between saying the most important person's name first and

then introducing the second person. "*Rashid Al Harthy, this is Saif AlBusaidy, our new sales manager. Rashid AlHarthy is our General Manager.* Look at each person as you say his or her name. Looking at each person as you say his or her name makes you look in control and gives you power. When introducing two people of equal rank, always say the name of the one you know better first. "*Mr.Know-you-since-10-years, this is Mr.know-you-since-5-years.*"

In social introductions however, men are always introduced to women. That means the lady's name is said first.However, there are exceptions. According to international protocol, women are always presented to royalty, heads of state, ministers, ambassadors and religious heads. When introducing two ladies or two gentlemen to each other, their age or marital status are factors that determine the more important one or rather whose name must be spoken first. For example: "*Mrs.Carolann Philips, may I introduce Miss. Jane Smith*" or "*Mr. Elderly may I introduce Mr. Young.*"

When introducing people, you may also use phrases such as "*...I'd like to introduce...*" "*....this is...*" or "*...do you know...*"depending on the formality of the introduction.

When introducing yourself, look at the person in the eye, smile, extend your right hand and say your name and your role.

There are many more etiquette rules governing introductions but following these basic guidelines will prevent embarrassment and discomfort to not only you but those around you.