

# WAKEFIELD & WAKEFIELD

Business Etiquette

*set yourself apart • get an edge*

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## KNOW BEFORE YOU GO: REFRESH CONTACT SPECIFICS TO MAKE AN IMPACT

When getting ready for a social event or a business meeting, many of us have set routines to prepare. Get directions, find out what to wear, prepare what to bring or contribute in some way. In a meeting scenario, we may carefully read through background information.

Another very important step is often overlooked: **consider what you know about the potential guest list.** Who might be there? What do you know about them from the last time you met? If a new acquaintance, what can you research about the individual beforehand?

The challenging habit that must already be in place is **showing interest in other people.** Constantly ask thoughtful questions of others. **Know their jobs, significant other's names, hobbies, sports, interests, even the name of their dog.**

**What tools are available to help you succeed in retaining this helpful information?** Of course, there is always old-fashioned pen, paper and file folders to keep these important records. Also, you could set up

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### ABOUT US



**Libby Mack Van Vleet** has a background in marketing and administration, and is a certified high school

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additional fields in your phone's contact list. For example, Microsoft Outlook has a very useful notes section in its contact feature.

**Refreshing your memory about those you will see at a function will set you apart.** Being able to recall specifics about others will allow you to make caring comments, such as the following:

*“How is your puppy Daisy? She must be two years old by now!”*

*“How was your trip to France? What a nice opportunity to use your French language skills...”*

*“Congratulations on being named Managing Partner. How is the transition going?”*

Regardless of your tracking system, **make notes and review them alongside the guest list before walking in the door of an event.** If you choose a digital approach and have an on-the-go device, you could even review information quickly in the parking lot.

A few minutes of preparation will help with introductions and allow you to link people that don't already know each other. **Others will appreciate and remember your sincere effort to connect with them.**

#### **YOUR Business Etiquette Topics:**

**Submit your thoughts and questions to [libby@wakefieldetiquette.com](mailto:libby@wakefieldetiquette.com).**

**Libby will address your ideas in upcoming issues of our newsletter.**

## **HOW DO YOU WANT TO BE REMEMBERED?**

Libby Van Vleet and her father Wake Mack promote business etiquette. It is a smart and easy way to retain clients. Increase business earnings and sales. It is time to take your employees to the next level.



When you retain the services of Wakefield & Wakefield, be prepared for success as your staff members maximize their potential and exceed expectations.

Set yourself apart to get an edge. People will remember!

English teacher. She is a graduate of Colorado College and Chapman University.



**Wake Mack** is a former lawyer, local businessman and financial services development officer. He graduated from Notre Dame, Willamette College of Law, and served in the U.S. Marines Corps.

[www.wakefieldetiquette.com](http://www.wakefieldetiquette.com)  
503-893-9253

#### WISE WORDS

“Do not wear your courtesy like a watch, to be taken out now and then when you want to impress people. Be courteous always, wherever you go, with whomever you happen to be.”

– *Sister Mary Mercedes*

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For further information about Wakefield & Wakefield, contact Libby at 503-893-9253 or [libby@wakefieldetiquette.com](mailto:libby@wakefieldetiquette.com).

## SUPPORTERS AND CLIENTS

*Thanks to all of our fabulous clients and supporters.*

- Arlington Club Speakers Corner – Arlington Club
- CB Richard Ellis, Inc. - Mike Wells, Managing Director
- Isler Northwest LLC – Tania Gitch, C.P.A.
- National Charity League, Inc. – Sarah Allen, Portland Chapter
- Washington Trust Bank – Linda Williams, President, Oregon Region

## WHAT PEOPLE ARE SAYING...

“Thank you, Wake -- You and Libby were a breath of fresh air for us. Thank you for taking your time to share such timeless information with us.”

*John Chambers, C.P.A., Isler Northwest LLC*

“Thank you. All of us have more than a few important take-aways – and it was fun too.”

*Linda Williams, President, Washington Trust Bank, Oregon Region*

“Thank you for your wonderful presentation today. My colleagues and I enjoyed it immensely and are sure we will put it to good use.”

*Ray Jordan, President, Ray Jordan, PC*

"There has been a lot of 'buzz' about [your presentation]. People are really interested in the subject, love the positive ways that you present it, and want more."

*Amy Fields*



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5331 S.W. Macadam Avenue, Suite 258-432, Portland, OR 97239  
503-893-9253  
[libby@wakefieldetiquette.com](mailto:libby@wakefieldetiquette.com)  
[www.wakefieldetiquette.com](http://www.wakefieldetiquette.com)

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