

Ps & Qs >>

FALL 2008

Business etiquette sure to please



Before you type adieu to your business associate, there are adieu to-dos (and not-to-dos) you should take note of.

We asked Sherron Bienvenu, a communication consultant in Orem, to share what our e-mail send-offs are really saying.

THANK YOU (and variations of it)

Bienvenu: “Thank you” are two of the most underused words in the English language, so you can’t say it too many times.

SINCERELY

Bienvenu: This is very traditional. It works in a hard-copy cover letter, so it also works in an electronic one.

WARM REGARDS

Bienvenu: As opposed to “cold regards”? When I get this, I think the sender is being obsequious.

BEST

Bienvenu: Popular now, but I prefer something more specific.

MORE TO COME THIS AFTERNOON

Bienvenu: Ah, now this is specific! If you say this, I know what to expect.

CIAO

Bienvenu: This literally means “I am your slave,” so be careful with this one! Also, it gives the impression of, “I think I’m so cool and international.” Which is OK, but only if you are cool and international.

TTYL (Talk to you later)

Bienvenu: This means I want you to think I’m hip and from the texting generation.

HOPE THIS HELPS

Bienvenu: Even if you have not completely and thoroughly answered a question, this sends the positive message that you tried.

LOOKING FORWARD TO OUR MEETING

Bienvenu: Sums up your e-mail, establishes expectations and sounds positive — all in one little phrase.

TOODLES

Bienvenu: This means I want you to think of me as your grandmother — you know, the one with the over-permed hair.

YOURS TRULY

Bienvenu: As opposed to “yours falsely”? It’s very old fashioned, and perhaps more appropriate when writing the very old fashioned — in a handwritten thank-you note, of course.

LATER

Bienvenu: So, when? When you get around to it?

BEST WISHES

Bienvenu: I like this one ... on a greeting card to a colleague. Not in an e-mail.

HAVE A GREAT WEEKEND

Bienvenu: This says, “Don’t write me again this week. I’m through working for now. But, of course, I want to end on a nice note.”

BACK TO YOU

Bienvenu: Says the problem is back on my desk and that you expect me to take the next step. Very clear, but still nice.

NO SALUTATION

Bienvenu: Often appropriate. I like this! Don’t add words. **Q**



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