THE BUSINESS HANDSHAKE



Begin With an Oral Introduction of Yourself

Before extending your hand, introduce yourself. Extending your hand should be part of a business introduction, not a replacement for using your voice. Extending your hand without a voice greeting may make you appear nervous or overly aggressive.

Avoid Offering a "Fish Hand"

A limp hand is never a good idea when it comes to a business handshake. Do return the grip, but do not get into a power struggle, even if the other person squeezes too hard.

One Is Better Than Two

Avoid the urge to handshake with two hands. It is always better to use only one hand – your right hand. The use of two hands with strangers is seen as intrusive, and too personal.



Pump Your Hand Only 2-3 Times

A business handshake should be brief and to the point. Consider a handshake a short "sound bite" greeting, not a lengthy engagement. Holding on for more than three or four seconds can make other people feel uncomfortable.

Shaking a Sweaty Hand

If you shake hands with someone who has sweaty palms, do not immediately wipe your hands on your clothing, handkerchief, or tissue. This will further embarrass the other person, who is probably already aware they have sweaty hands. You can discretely wipe them on something after you are out of sight, and wash them later.

Do Not Use a Forceful Grip

A handshake should be a friendly or respectful gesture, not a show of physical strength. An uncomfortable handshake is never a pleasant experience for anyone. Imagine you are opening a door handle and use about the same level of grip in your handshake.

Ending a Handshake

End the handshake after 3-4 seconds or 2-3 pumps. In order to avoid creating an awkward moment, your shake should end before the oral introduction exchange does. Without conversation taking place during the entire handshake, it becomes too intimate and can feel more like hand holding.

KNOWLEDGE CENTER.

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Why write buyers letters?

- To share about the Show and Sale with your community.
- To invite local businesses and people to the Show and Sale.
- To increase awareness and participation in the Show and Sale.
- To get more people to attend your Show and Sale.
- To help your Show and Sale be successful for EVERYONE!



Respectful, personalized greeting

Correct name and address

> Mr. John Smith 123 Some Street Anywhere, VA 12345

Dear Mr. Smith,

Background on you and your animal, what you do to take care of it, what you plan on doing with the money.

My name is _____ and I am a Junior at County High School as well as a member of my local 4-H Club and FFA Chapter. I am writing to invite you ...

I have been involved in 4-H since I was 9 and FFA since I was 13. I started showing lambs... My favorite part of taking care of my animal is... I am excited to show him at the Show and Sale. While I will be sad to see him go, the money I receive from selling my steer will go towards...

I hope you can attend this year's Show and Sale. The shows are scheduled for ... and the sale will be held... I would also like to visit with you about the Show and Sale. I will call you to set up a time that suits your schedule. Thank you in advance for your support of this program, and I look forward to visiting with you.

> Best Regard, Bob Johnson

Introduction and invitation to attend

Include an interesting, personal, memorable story!

Hand sign the

letter

Details of the Show and Sale, thank them for support, let them know you will follow up.

Other things to remember:

- It's okay to type the letter, especially if your handwriting is not neat, but you must hand sign!
- Be sure to check for spelling and grammar errors!
- Include pictures and information about the Show and Sale-brochures, schedules, etc.
- Personally visit your buyers, DRESS NICELY and bring something to give them (picture of you and your steer, buyers brochures, etc.)
- Write, visit and invite as many buyers as possible the more buyers who attend, the better the auction will be!

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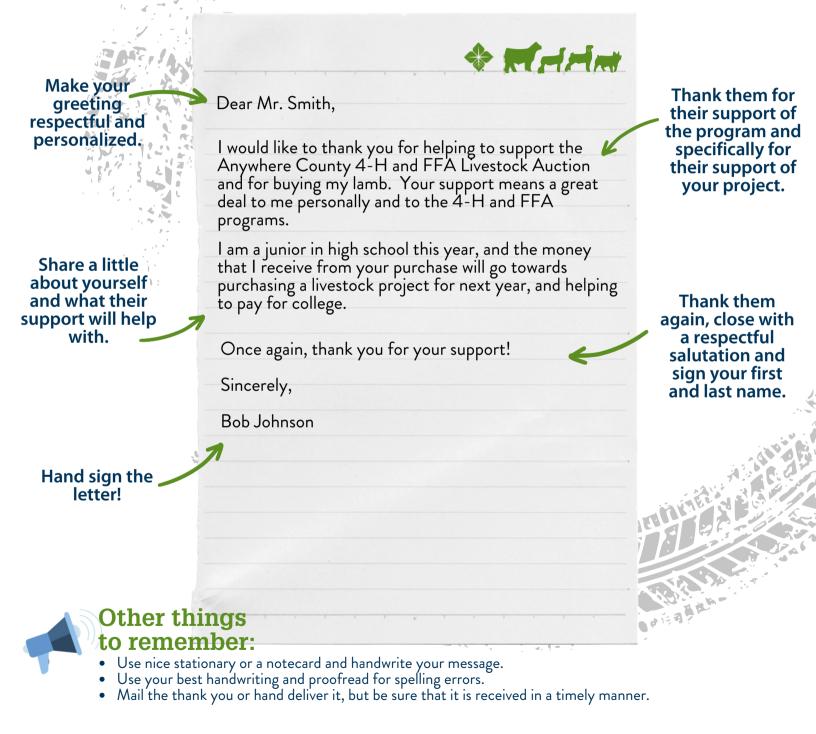
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ANATOMY OF A GOOD THANK YOU LETTER

Why write thank you letters?

- To give buyers recognition for their support of the program.
- To thank them for their support of your project.
- To show you care and are willing to go the extra mile.
- To make a connection even after the show ring.



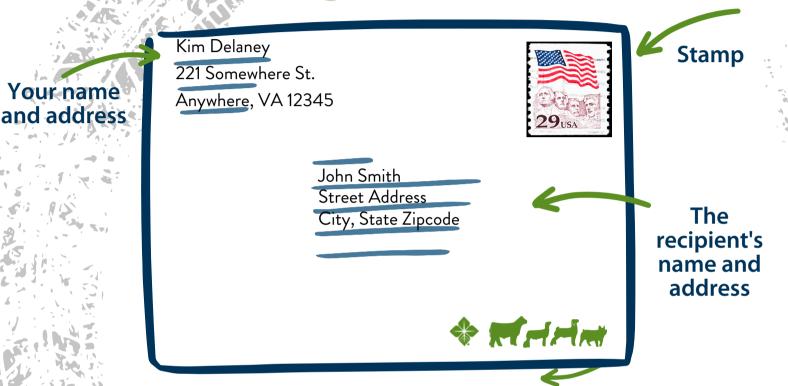
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HOW TO ADDRESS AN ENVELOPE

What goes where?



IL SULLING

Vhy is this important?

This ensures your letter is delivered to the correct recipient.

Other things to remember:

- Use your best handwriting.
- Send thank you letters within two days of Show and Sale.

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