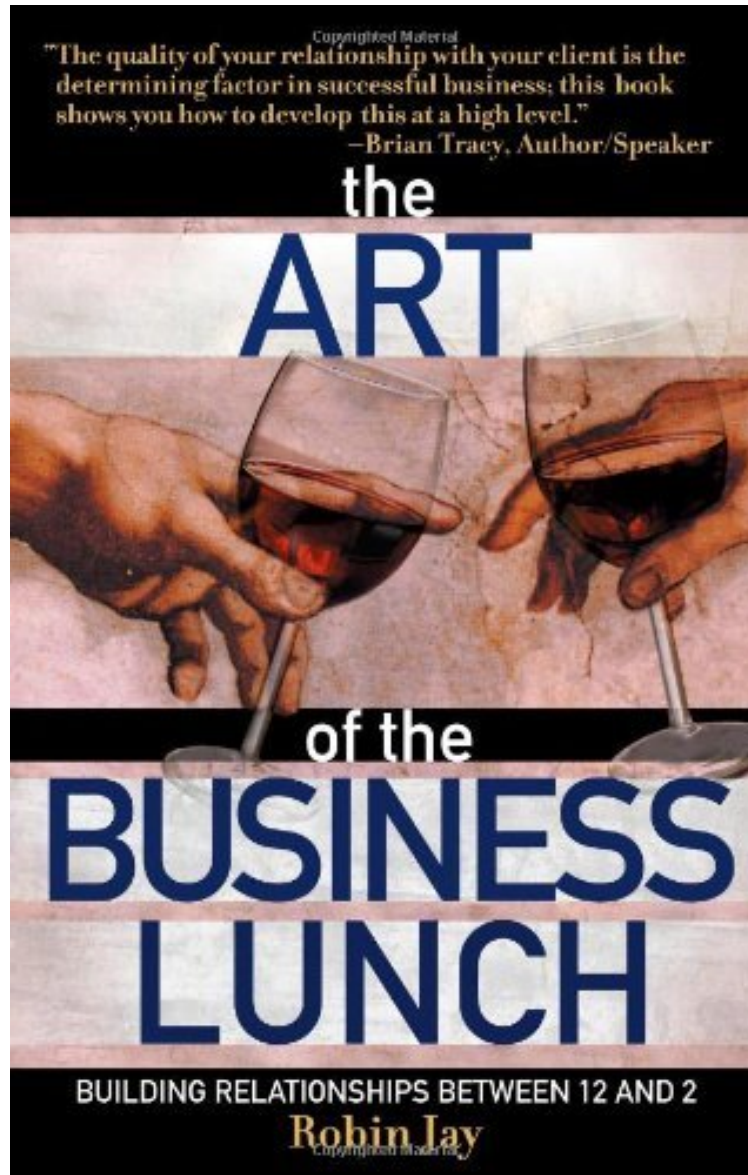


The Art of the Business Lunch: Building Relationships Between 12 and 2

Robin Jay

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Robin Jay : The Art of the Business Lunch: Building Relationships Between 12 and 2 before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Art of the Business Lunch: Building Relationships Between 12 and 2:

18 of 18 people found the following review helpful. Share a meal and close the deal! By Betty Dravis From personal experience through years of owning a newspaper corporation, I learned that some of the biggest deals are closed

during social situations, not always behind boardroom doors. I saw this first-hand with politicians in Silicon Valley, with Unions and other businesses. In fact, I had "Power Lunches" of my own where a hand-shake closed many lucrative deals. This outside-the-office setting allowed me to get to know clients and advertisers on a more personal level which led to better business dealings. Even restaurants in Silicon Valley know the value of such social networking because they sell yearly two-for-one cards to their establishments. My newspaper bought these dining cards from Fairmont Hotel, Hyatt House, and LeBaron Hotel. This not only saved money but enabled us to entertain friends and potential clients in fine style in a relaxed atmosphere. As Robin Jay, author of *The Art of the Business Lunch: Building Relationships Between 12 And 2*, explains, there is a fine protocol to building business relationships over a short time-span--lunch and on certain occasions a business dinner. She presents full details in this book, showing the readers how to conduct themselves in professional settings with grace and style, and she enlivens the excellent advice with humorous anecdotes that make for an easier reading/learning experience. Since cell phones weren't in common use during my career, I was particularly interested in Robin Jay's advice on proper cell phone etiquette, which has an entire chapter dedicated to it. *The Art of the Business Lunch: Building Relationships Between 12 And 2* is well-written, with easy-to-follow formatting, and will be useful to those interested in building productive business relationships. The author's motto is: Share a Meal and Close the Deal, which is how she inscribed the copy I won in J. Kaye's Book Blog raffle. Incidentally, if you would like to try your luck on winning a book, go to: [...]

Reviewed by: Betty Dravis, 20081106 Grand Boulevard
The Toonies Invade Silicon Valley
Millennium Babe: The Prophecy
10 of 10 people found the following review helpful. How to strengthen business relationships and nourish a career
By Robert Morris
My rating of this book correctly indicates the value I think it offers but I fear that the title and subtitle may discourage many people from looking beyond the cover. That would be unfortunate because so much of the rock-solid advice which Jay offers is directly relevant to almost any situation in which human beings interact: meals, of course (and not only lunch), as well as coffee breaks, before and after formal programs (conferences, workshops, seminars, etc.), parties, receptions, and during a lengthy airline flight. Jay's primary focus, however, is on how to establish and then strengthen business relationships, especially with clients. She draws heavily on her own extensive experience (e.g. more than 3,000 lunches with clients) as she suggests a number of do's and don'ts and then explains why or why not. I appreciate the fact that she uses so many specific examples to illustrate key points. Her advice is practical. Of greater importance, it is never threatening to one's comfort level. Almost all of her suggestions and recommendations are easily do-able. That is, she does not require a massive transformation of personality. For example, in Chapter 15, she establishes a familiar situation: You are invited to a networking event. You decide to attend only because you know someone else who will also be there. Upon arrival, you locate and then sit with that friend. In fact, you spend most of the time with her or him. You may meet one or two strangers. According to Jay, this is normal behavior. What does she suggest? Pretend that you are attending a wedding reception and that you are either the bride or the groom. How simple! And yet think about it. Who derive the greatest benefit from networking events? Those who are obviously and (key word) genuinely friendly people who circulate throughout the crowd, introducing themselves. They spend most of the time listening rather than talking. They sustain eye contact. They eagerly introduce those whom they have just met to others. They bring warmth and energy to the event. In other words, they behave as a bride or groom would at a wedding reception. I could cite dozens of other examples of Jay's practical wisdom. Point is, this is a "must read" for those who are preparing for or only recently embarked upon a career as well as for those well along in a career who need to be reminded of what is -- and is not -- appropriate behavior, not only in a business relationship but indeed in just about every other relationship. At this point, I presume to share what has really been helpful to me when meeting someone for the first time in out-of-office situations such as those which Jay examines. Inevitably I am asked, "What do you do?" For years, I would immediately cite my title, company, its location, and what the company sells. (By the way, there are no "wrong" answers to that question primarily because most who ask it really don't care.) Blah, blah, blah... Invariably, no matter what I say, I'm told that it is "interesting." Yeh, right. About ten years ago, for whatever reasons, I suddenly realized that there is a much better response. Here's the situation. My wife and I were among about 35-40 people at a Christmas party. We circulated together for a while, then she became engrossed in a conversation and I headed for the bar to re-fresh my drink. Along the way, I encountered someone wearing the same Christmas tie I was, one sold to raise funds for the Save the Children Fund. We complimented each other on good taste, then introduced ourselves. Inevitably he asked me what I did. Suddenly I thought of a better response: "Most companies have problems with [fill in the blank]. I solve them." "What kinds of problems?" "Probably the worst is [fill in the blank]." "How do you solve it?" "First I [fill in blank] and then I [fill in the blank]..." Then, almost every time, I am asked for a card either for the person with whom I have been chatting or for someone that person knows who needs help solving the problem I identified. Credit Robin Jay with skillfully sustaining a conversational tone while sharing her observations and recommendations. So many "How to" self-improvement books strike me as arbitrary and impersonal. That is certainly not true of *The Art of the Business Lunch*. Nor is it accurate to describe as "art" much of what Jay shares. Rather, I see it as plain old-fashioned common sense in combination with the Golden Rule ("...as you would be done to"), the Platinum Rule ("...as they would be done to"), and courtesy which, regrettably, is no longer "common." *The Art of the Business Lunch* will probably be of greatest

value to those who often entertain for business purposes. If nothing else, it will prevent many of them as well as other readers from indulging in behavior which is, at best, an embarrassment and at worst, could destroy a relationship... and even a career. 1 of 1 people found the following review helpful. Great advice to make any business relationship better

By Gregory A. Kompe

If building more productive business relationships interests you, you'll want to read *The Art of the Business Lunch: Building Relationships Between 12 and 2* by Robin Jay. Ms. Jay, the "Queen of the Business Lunch," explains that successful business relationships are built and enhanced at lunch. Better than a stuffy board room or office cubicle, a restaurant setting brings elements of class, style and fun to just about any business meeting. This outside-the-office setting allows people to get to know each other on a more personal level and personal relationships make for better business dealings. The book is filled with excellent advice and interesting anecdotes on how to make all your lunch meetings more productive and successful. You'll discover how to create lunch opportunities, how to turn every business lunch into a relationship building experience, which fork to use when, and so much more. Even if you don't think of yourself as a salesperson, you'll still benefit from *The Art of the Business Lunch*. We all need to network productively and conduct ourselves in professional settings with grace and style; this book details just how to do that and so much more.

What's the one entree you should never order at a business lunch? Is it ever okay to order alcohol? When should you bring up the subject of business? *The Art of the Business Lunch* takes you through every aspect of the business lunch. Robin Jay, the "Queen of the Business Lunch", teaches you proven methods for making the people with whom you do business choose to work with you, instead of your competition, time and time again. Finally, there is a definitive guide to the business lunch! Here is just some of what you will learn: -Whether you should pick up your clients or meet them at the restaurant -How to pick the right restaurants for business and which restaurants to avoid -How and what to order -Cell phone etiquette -How to pay for lunch discreetly -Discover what companies are looking for in a candidate when the job interview takes place over lunch. Find out how to turn brief encounters at networking luncheons into solid, long-lasting relationships. Once you learn the secrets to *The Art of the Business Lunch*, you'll never waste another lunchtime eating alone!

"To Robin Jay, the words, 'Let's do lunch' are...the beginning of a beautiful relationship." -- Xazmin Garza, *The Las Vegas Business Press*, February 16, 2004...somewhere during the 3,000 business lunches she conducted, (she) became a master of the craft." -- *The Las Vegas Business Press*, February 16, 2004

From the Publisher Robin Jay has had proven sales success and has out-distanced her competition by taking clients to lunch for more than 16 years. In this, her first book, you will come to learn how she has accomplished such a level of success, and you will enjoy her easy style of teaching. You'll see how she has learned to make work more rewarding and more fun by taking clients to lunch. You can take advantage of her knowledge and expertise by reading "*The Art of the Business Lunch*".

From the Author After learning first-hand how business relationships become more intimate after a game of 'client golf', I knew there had to be a way to achieve that level of intimacy with clients who don't play. Since everyone has to eat, I realized I could transform the social advantages of client golf into a method that everyone can use for business. I'm anxious for you to see how easy it is to make client lunches a game.