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# Professionalism

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When people say, "he or she is a real professional" what do they mean? They are referring to the person's demeanor – his or her behavior and attitude. A professional has emotional control, is assertive without being aggressive, can disagree tactfully, handles people with diplomacy and uses language that is appropriate, precise and compelling. Now you can acquire the attributes of professionalism quickly and easily at *Creating a Professional Demeanor: How to Look, Act and Sound Like a Professional*.

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This one-day course is based on the groundbreaking work of Dale Carnegie, author of *How to Win Friends and Influence People*, and himself the consummate professional. By applying his principles, you'll learn to maintain your emotional balance regardless of circumstances and always come across as calm, cool and collected. You'll learn to control situations instead of letting them control you and deal effectively with difficult people.

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People who come across a professional get promoted because companies want employees who are in front of the public to reflect positively on the organization. Get the skills you need to project a professional demeanor, stand out from the crowd, get noticed and get promoted. Register today for *Creating a Professional Demeanor: How to Look, Act and Sound Like a Professional* today.

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Be assertive – not aggressive / Discover the importance of behavior management / Use the vocabulary of business / Make the connection between emotional maturity and professional behavior / Communicate with confidence and enthusiasm / Understand your own style and how others perceive you / Recognize the behaviors that hold you back / Demonstrate behaviors that make others feel comfortable / Discover the techniques for focusing on behavior improvement / Document your successes and build self-confidence