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President is always junior to client

Jay Remer, *Financial Post*
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Dear Etiquette Guy:

I have an important client coming to meet our company's president. I want to make sure I introduce them correctly. The client is a young woman who is new to her business. Our president is a seasoned business executive with years of experience. What is the correct introduction? Middle Man

Dear M. M.:

It is crucial that you understand how to do this correctly. First of all, remember that the client, no matter what, is always senior to the president of the company because without the client, there would be no company. The junior person is always introduced to the senior person. Use the following formula for success: State her name first. "Ms. Brown, I would like to introduce to you Mr. Green, our company president." Looking Mr. Green in the eye, you state, "Ms. Brown buys our all-important widget that makes our products outsell our competition." If you use the phrase "you to," the order of introduction is reversed and is incorrect. Remember, U2 is a rock band, not a form of introduction. - Jay Remer is the Etiquette Guy. He is trained and certified by the Protocol School of Washington as a consultant for corporate etiquette and international protocol. He lives in St. Andrews, N. B. E-mail your etiquette questions to jay@etiquetteguy.com and visit his web site at www.etiquetteguy.com.

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