

Lessons for College Students Entering the Corporate World

You have now left the comforts of your dorm room and have landed that first real job. Many things that you have been accustomed to are going to change. One of the biggest changes is that electronic mail is not always the way to go.

Throughout your high school and college years the most common way to communicate was through email or your cell phone. In the corporate world there is another dimension that you will need to consider. This is the written word on real paper that arrives at its destination with an envelope and a postage stamp.

You will not be able to send greeting cards or Christmas cards via the email. This is looked upon as being a novice in the business world. You will automatically mark yourself as being inexperienced. The recipient looks upon the mail as a direct link to who you are.

So when communicating with vendors or fellow business men you must project an image of a professional. This needs to be done through physical mail.

When that greeting card arrives at the work place several people will view it. And each will make a decision on what kind of person you are. This starts with either the receptionist or the person to whom the mail is addressed. The quality of the card will say that you someone who knows enough to respect the traditions of sending either greeting cards or Christmas cards. A cheap inexpensive card will say that you are still working your way up the ladder. That is why it is important to pick the best cards you can. It is important that the card and envelope have a professional appeal.

You can select a card that is humorous or serious. You can choose to have catchy verse or to follow a traditional format. But what is most important is that the holiday card says something about you. This is another chance for your vendors to make a decision about you.

Especially, in the early years of your career you need to establish a report with your constituents. They will be making a decision on whether or not you are worthy of their business. There is a lot of competition in the business world. They are ready to turn their business in a different direction unless they have some link with you that make them want to stay. This link can be established through different people in their office. It may only be the receptionist who says to her employers that she really likes you. And this decision on their part may come through the experience of receiving Christmas cards. So improve your chances for a lifetime of clients.

Don't forget to send holiday cards. Send the best you can afford. Appearances are everything in the workplace.