



THE ART OF GIVING BUSINESS CARDS

Giving business cards is an art, not only because they are needed to be considered successful or because, in fact, they represent your corporate or professional identity, but also as an opportunity to impact your existing or prospective customers, and stay in touch with them, helping you to deal confidently.

The scope of business etiquette includes considerations that many professional ignore, or simply do not pay enough attention in the belief that a business card is just a small paper rectangle with a name and phone numbers to introduce yourself.

Color business cards demonstrate that there is something else beyond a simple paper cut; otherwise, they simply would not exist. Certainly, all over the world business cards are used to provide information about a company and/or the employee or professional who holds it, as well as contact information and other details such as business acquaintances or personal details.

Some of them include expressly empty spaces to write certain details such as an appointment date, some others are as simple as blank cards that come in handy when the holder has to leave a customer further details. However, those in color are undoubtedly part of a practical business strategy following refined business etiquette.

In business, time is gold and every minute is important because more often an individual only has a few minutes to impress a prospective client, before someone else does it first. Gentle manners can conquer, but accompanied with poor business cards, it is more likely the client will forget about you as soon as you live. Unprofessional business cards will not impress but will leave your prospective client with negative thoughts about your company.

On the other hand, color business cards are as attractive that catch the eye of even the most skeptical business contact. There is nothing more accurate that "a picture is worth a thousand words" when it comes to describing the first impression left on a person who receives a business card especially crafted to achieve a predefined business goal.

Color business cards and regular business cards should meet the criteria of being printed in very high quality paper, designed by professionals and never using public domain graphics or other elements that makes them look cheap. Make sure to include all personal information to your business acquaintances, and always carry enough of them with you, particularly when you are planning to attend a business meeting or social event.

The art of business cards is not only in giving them away, but also exchanging and receiving. Every time you attend an event where other professionals participate, try to exchange business cards with them, particularly color business cards to better impress, and when you receive a business card, study its design and content because you can learn from them.

Finally, always keep in mind that business cards are the branding tool of your company, not just a piece of paper to stay in touch with someone else.

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