

A

Acknowledge

Smile!
Make eye contact.
Acknowledge, greet everyone in the room.
Use open body language.

I

Introduce

Introduce yourself. Name, role, experience, certifications, etc.
Introduce others.

D

Duration

When possible provide specific time parameters of how long things are expected to take.

E

Explanation

Explain what is happening and why.
Help to establish reasonable expectations.
Use understandable language.
Ask the customer/recipient what questions they might have.

T

Thank you

Show appreciation and gratitude.
Thank the customer/recipient and provide a positive closing.
Ask the customer/recipient if there is anyone that you can help recognize on their behalf.