



THE PROTOCOL SCHOOL OF WASHINGTON®

WE ARE MORE THAN EXPERTS | WE ARE THE EXPERTS WHO TRAIN THE EXPERTS

Finally, eHelp for the Jobless From The Protocol School of Washington®:

Outclass Your Competition with eClass

Boost Your Biz Portfolio During ‘National Biz Etiquette Week’ June 1-7

New York, March 29 – **The Protocol School of Washington®** is to business etiquette what Harvard is to higher education; and Harvard, The Carnegie Foundation and Stanford Research Institute all agree: **85% of job success is connected to people skills.** “Making a powerful entrance and mingling with confidence, body language, attire and e-communication aren’t important; in a recession they’re crucial,” says Pamela Eyring, President of The Protocol School of Washington,® the first company to offer instructor-led business etiquette and international protocol training in 1988. Continuing its leadership role, PSOW® announced today it is **going virtual with web-based training called ‘Outclass with eClass’™** www.PSOWeLearn.com. The virtual platform helps the jobless (and veterans seeking a refresher course, the employed who want a competitive edge and first-time job entrants) master professional business behavior conveniently 24/7 from a PC or laptop on the go. PSOW’s affordable, professionally-designed **eClass** curriculum hits all the job market hot spots: it helps people get a job, keep a job and get promoted by improving confidence, building relationships and enhancing leadership skills.

People can visit www.PSOWeLearn.com for a **free eClass demonstration** and, during ‘**National Business Etiquette Week, June 1 – 7**’ when the spotlight is on everyone acquiring these essential business skills, PSOW is offering **eClass** at half price. “Because of the economic climate we’re taking our ‘couture line of training’ and offering a ‘ready-to-wear’ line so even the jobless (along with the cost-conscious) can get the help they need,” says Eyring.

eClass Benefits Equal Bottom Line Results

According to a recent TheLadders.com survey, 98% of respondents believe office etiquette exists. A majority (69%) would fire an employee for bad office manners. Clearly, **Manners Matter** and are an intangible bottom line competitive edge because employees are a direct reflection of their employer. **eClass** is particularly helpful to HR executives because it virtually has no ‘learning curve’ enabling new hires to ‘get on-board’ immediately with the added benefit of servicing the increasing number of



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telecommuters, thus providing added savings by eliminating travel costs. Prefer **inClass**? PSOW grads are available worldwide to deliver the school's proprietary seminars.

PSOW's **eClass** offers practice activities, interaction and instructor guidance while focusing on four key skill sets necessary to gain employment, increase earnings and move up the corporate ladder. **Making an Entrance and Mingling** tops the tutorial list because as Eyring shares, "most people have anxiety when networking with strangers. We know first-hand and statistically, so very much of business has to do with people skills."

Founded in 1988, today PSOW is the acknowledged industry leader training over 2,500 graduates from 45 countries with trainers hailing from The White House, the Disney Institute and corporate America. A PSOW graduate, Pamela Eyring has worked with CEOs, entrepreneurs, heads of state, four-star generals and all branches of the military.

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