

Suggestion:

When doing business with a member of the opposite gender who is not familiar with these *halachos*, it is advisable to notify them in advance about the guidelines regarding physical contact, i.e., that it is religious protocol applicable to both men and women, and not to be perceived as a personal affront. Typically, when this is explained amicably in advance, it is understood and respected.

These days, following the Coronavirus pandemic, it is common to find all sorts of people who refrain from shaking hands. This makes it much easier to avoid it without any awkwardness.