

Writing Customer Focused Emails and Letters

Are the emails and letters generated by your team members too officious, long winded or not focused on addressing the issues raised in incoming correspondence? A formal tone and inappropriate content can unintentionally offend internal and external customers and discredit your business's credibility and customer alliance.

This program focuses on your department's documentation and presents simple techniques to create high quality letters and emails with a customer focused tone whilst concisely addressing all the relevant issues.

Duration

- Half-day face-to-face or
- 1x 3.5 hours live virtual training

Audience

This program is suited for all team members who write external and internal emails and letters.

Outcomes

Learn how to:

- Isolate all key issues in the incoming correspondence that need addressing
- Prepare a diagrammatic tool to ensure relevant content and structure
- Compose concise and grammatically correct sentences with the reader in mind
- Use formatting techniques to isolate multiple issues within the document and enable quick comprehension
- Effectively include standard paragraphs
- Add in key words to control the tone such as empathy, cooperation, alliance or assertiveness.

Email and Letter Writing group training - using your documents

Where relevant, we will use your organisation's internal formats, templates and style guide.

We will also use anonymised examples of participants' writing in the workshop. With this material the facilitator:

- Assesses their writing ability
- Gains a thorough understanding of the written work they prepare
- Extracts examples for use as training material within the program.

Ask us how we apply this to your organisation.

We deliver our tailored business writing courses across Australia and abroad.

Request a quote

Please call 1300 655 098 to ask us how we can tailor a program to your needs.

Alternatively, email us at info@icml.com.au or start a 'chat' on our website icml.com.au/.

Virtual Workshops

We deliver programs in interactive, live online workshops, accessible from a device anywhere.

Highly impactful learning

- Replicating face-to-face workshop experiences through conferencing technology.
- Using extra features for engagement: polls, quizzes, chat, electronic whiteboard.
- Learning in multiple shorter bursts – allowing practice between sessions.

Benefits of virtual workshops

- Attend the training from the comfort of home or personal workstation.
- No travel time or expenses.
- Multiple short sessions – less impact on work.

Simple access

- You need: a device with camera and a quiet place.
- No software needed.
- Click on a link to gain access.
- Works on any personal device and most corporate systems.

Tailored group training – in-house or through virtual workshops

Ask us how we will tailor this program to your organisation or team. Benefits are that we tailor the:

- *Content* to suit your organisation's needs.
- *Delivery* to reflect your procedures, values, examples and terminology, which encourages participants to apply their new skills in their roles.
- *Duration* to suit the availability of your team members and your budget.

Request a quote

Please call 1300 655 098 to ask us how we can tailor a program to your needs.

Alternatively, email us at info@icml.com.au.

