



## Effective writing for business development course

In this age of information overload, sales and business development professionals need to be able to write in a way that cuts through the clutter with a refined and engaging offering.

There's more to business development than writing bids and tenders (as critical as these can be). From prospecting emails to customer retention – and many of the touch points in between – your team's writing skills are central to your key growth activities.

And in a digitally connected world, it's no longer enough to impress only in face-to-face and phone meetings. If the follow-up email proposal fails to live up to the promises made in person, the business will be lost. Any communication must also be able to act not only as a reminder of in-person discussions, but to stand by itself in order to persuade other stakeholders.

### Tailored training

This practical course will show your team how to approach new prospects, establish and maintain relationships and outline your solutions by email. They'll learn how to use clear, concise and appropriate language that efficiently demonstrates the unique, discernible value you can provide.

All our in-house training is bespoke, tailored to your needs, challenges and goals. But we also know that your business development strategy will be specific to your organisation. So we can build and include additional modules that align with your strategy, including writing thought leadership, pitching and presenting and using social media in the sales process. We can also work with you to create, edit or implement your email, proposal and presentation deck templates.

## Who is it for?

This in-house training is suitable for any sales and business development teams who want to grow their pipeline and maintain client relationships.

## What does the programme include?

A face-to-face one-day training course is standard. However, we can adapt the course for shorter or longer sessions as required.

We'll also analyse a sample of each delegate's writing before the course and produce a graph of the results, showing both strengths and areas that need work. The trainer will talk through the results with delegates individually during the course, giving them targeted feedback that means they can focus on their problem areas and make rapid improvements.

## Numbers, venue and pricing

We can train any number, including an entire organisation. (Please ask about our open courses if you only need to train one or two people.)

We train in small groups of no more than ten, to make sure everyone gets the individual attention they need.

Our trainers are based in the UK, but we train globally. Wherever you are in the world, we can run the course on your premises. We can also train remotely.

The cost of the course varies depending on how many people you're looking to train.

If you'd like to find out prices for your group size, call us on +44 (0)1273 732 888 or email [info@writing-skills.com](mailto:info@writing-skills.com).

All our courses come with a 30-day money-back guarantee. If you're not completely satisfied, let us know within 30 days of your first face-to-face course and we'll give you a full refund.

## Learning objectives

**By the end of the training, your team will know how to:**

- use subject lines to get their emails opened
- translate features and USPs into clear benefits that solve your prospects' problems
- identify and communicate relevant win themes
- write engaging prospecting emails that put the client first
- write communications that reinforce the relationship-building done in person – but also stand on their own
- use the appropriate tone and language
- write for varied audiences
- pitch technical information at the right level
- create effective summaries.

## Reinforce the learning

**Your team will learn a lot on this intensive course. But changing writing habits takes time and continued practice. So you have the option to enrol your team in our online programme, Emphasis 360. Through short weekly lessons, your team will be able to reinforce and build on everything they learned on the course.**

**You could also choose to run a coaching clinic: a follow-up day of individual coaching sessions based on a second writing analysis from each delegate. These one-to-ones give the trainer and delegates a chance to identify and target any ongoing problem areas.**

**Contact us to discuss building the programme that's best for your team.**

## Course programme

### Effective writing for business development

#### 9.30 Introduction

- Welcome
- Course overview
- Why good writing pays off
- Producing reader-centred communications
  - Understanding your prospects' pains, needs and desires
  - Writing for varied audiences
- Setting clear objectives
- Establishing your key messages

#### 10.45 Coffee

- Making the most of email
  - Getting your emails opened
  - Prospecting and follow-up emails that stand out
  - Relationship building
- Creating a logical structure
  - Making the information flow
- Building a persuasive argument
  - Identifying win themes
  - Expressing benefits your prospects care about
  - Signposting and storytelling
- Using the right tone and language
- Creating an effective summary

#### 1.00 Lunch

- Improving readability for clear and concise writing
  - Making your writing active
  - Writing in plain English
  - Structuring sentences for easy reading

#### 3.30 Tea

- Email-writing workshop
- Quick check: punctuation, grammar and proofreading

#### Summary

#### 5.30 Close

Win new business and develop relationships with concise communications expressing clear benefits. We can adapt the programme based on your strategy.