

# Effective writing for business development



Course for companies

In person



#### Who is it for?

Any sales and business development teams who want to grow their pipeline and maintain client relationships.

#### Delivery

We deliver this course in person.

#### Participant numbers

Four people up to your whole organisation. We train in groups of no more than ten to make sure everyone gets individual attention.

#### Course length

Flexible – typically one day. We can adapt the course for longer or shorter sessions as required.

#### Pricing

The cost of the course varies depending on numbers. Please get in touch to talk about your group:

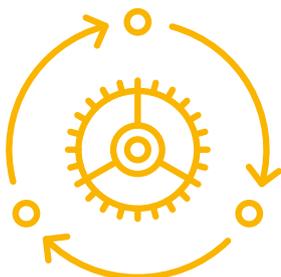
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There's more to business development than writing bids and tenders, vital as these are. But from prospecting emails to customer retention, your team's writing skills are central to your key growth activities.

In our digital world, it's no longer enough to impress only in face-to-face and phone meetings. If the follow-up email proposal falls short, the business will be lost. Communications must also be able to act not only as a reminder of in-person discussions, but to stand alone to persuade other stakeholders.



#### Tailored to your needs

This course will show your team how to use clear, concise and appropriate language that efficiently demonstrates the unique value you can provide.

All our in-house training is bespoke, and we also know that your business development strategy will be specific to your organisation. So we can create additional modules that align with your strategy, like writing thought leadership, pitching and presenting and using social media in the sales process.



‘We chose Emphasis because they really “got it” – they really understood exactly what we needed and what our issues were.’

Mary Jean Pritchard,  
The King’s Fund

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## Venue

Our trainers are based in the UK, the US and Europe, but we train globally. Wherever you are in the world, we can come to you to run the course. We can also train remotely.

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## Why it works

- ✔ Pre-course writing analysis identifies the areas each learner needs to work on.
  - ✔ Small-group training ensures each delegate gets individual attention.
  - ✔ Targeted exercises and discussion keep learners engaged and mean they immediately practise applying the techniques.
  - ✔ One-to-one coaching shows delegates where to focus and how to quickly put the right techniques into practice to create rapid improvements.
  - ✔ Each delegate receives one year’s access to our business-writing helpdesk to support them as they take what they’ve learned into their roles.
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## 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.



## Individual analysis and coaching

Every delegate will have their own unique combination of strengths, weaknesses and blindspots when it comes to their writing. That's why our unique individual writing analysis is such a pivotal part of all our training. It's the final puzzle piece that turns useful techniques into relevant practices that can change how well each person communicates in writing.

Before the live training, we'll request a sample of writing from each participant. The expert trainer will analyse each person's sample and we'll produce a graph of their results.



Gap analysis: every participant receives targeted feedback

During the course, each participant will have a one-on-one with their trainer, who'll talk them through their results and answer any questions. The trainer will explain the areas they should focus on and exactly how to put their new skills into practice to make rapid improvements.



## A blended approach for lasting learning

Your team will learn a lot on this intensive course. But changing writing habits takes time and practice. So you have the option of combining this training with other elements for even better results and lasting change.

You could choose to run a **coaching clinic**: a follow-up day of individual coaching sessions that can identify and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or online learning.

**Contact us to discuss the best blended programme for your team.**

Trusted by over 6,000 organisations worldwide, including:



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9.30	<b>Introduction and course overview</b> <b>Producing reader-centred communications</b> <ul style="list-style-type: none"><li>✔ Understanding your prospects' pains, needs and desires</li><li>✔ Writing for varied audiences</li></ul> <b>Setting clear objectives</b> <b>Establishing your key messages</b>
10.45	<b>Break</b>
	<b>Making the most of email</b> <ul style="list-style-type: none"><li>✔ Getting your emails opened</li><li>✔ Prospecting and follow-up emails that stand out</li><li>✔ Relationship building</li></ul> <b>Creating a logical structure</b> <ul style="list-style-type: none"><li>✔ Making the information flow</li></ul> <b>Building a persuasive argument</b> <ul style="list-style-type: none"><li>✔ Identifying win themes</li><li>✔ Expressing benefits your prospects care about</li><li>✔ Signposting and storytelling</li></ul> <b>Using the right tone and language</b> <b>Creating an effective summary</b>
1.00	<b>Lunch</b>
	<b>Improving readability</b> <ul style="list-style-type: none"><li>✔ Reader-centred writing</li><li>✔ Making your writing active</li><li>✔ Writing in plain English</li><li>✔ Structuring your sentences for easy reading</li></ul>
3.30	<b>Break</b>
	<b>Email-writing workshop</b> <b>Quick check: punctuation, grammar and proofreading</b>
5.15-5.30	<b>Summary and close</b>

## Build your programme: optional follow-up

### Comprehensive e-learning

A year's access to our e-learning programme *The complete business writer*, to build on and reinforce the learning.

### Coaching clinics

Individual one-to-ones based on a second writing analysis, giving delegates the chance to target ongoing problem areas with the expert trainer.

Get in touch to discuss your writing course today

Call: +44 (0)1273 732 888  
Email: [info@writing-skills.com](mailto:info@writing-skills.com)