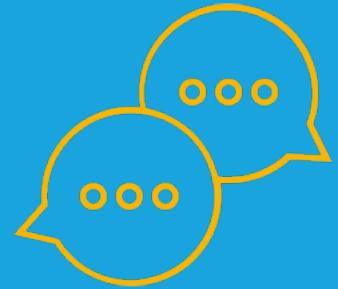


Writing to customers

Course for companies

In person

**Who is it for?**

Anyone who writes customer-facing emails or letters.

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:

+44 (0)1273 732 888

info@writing-skills.com



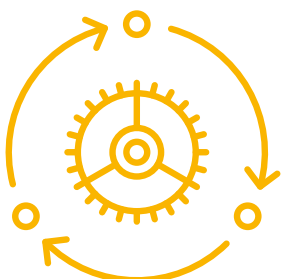
Your customer-service team have a pivotal role. The responses they write can build or break your customers' relationship with your organisation.

But common problems can get in the way of messages that successfully meet each customer's needs. Maybe your team are sending misjudged or generic text. They may be failing to address all the issues in a complaint or struggling to build rapport. Or you might be finding grammar and punctuation errors in their emails or letters, which could be chipping away at the reputation of your organisation.

Whatever the issues, they can ultimately lead to customers escalating complaints or taking their business elsewhere. But it doesn't have to be this way. A well-written message can strengthen a customer's loyalty to your organisation – even turning a disgruntled customer into one of your biggest fans.

Tailored to your needs

That's why we developed this course – and we will consult with you to tailor it precisely to your needs. The result is training that gives your team a comprehensive understanding of how to plan, structure and write effective and engaging communications that satisfy and delight every customer.





‘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

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.

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.
-

Learning objectives

On this course, your team will learn how to:

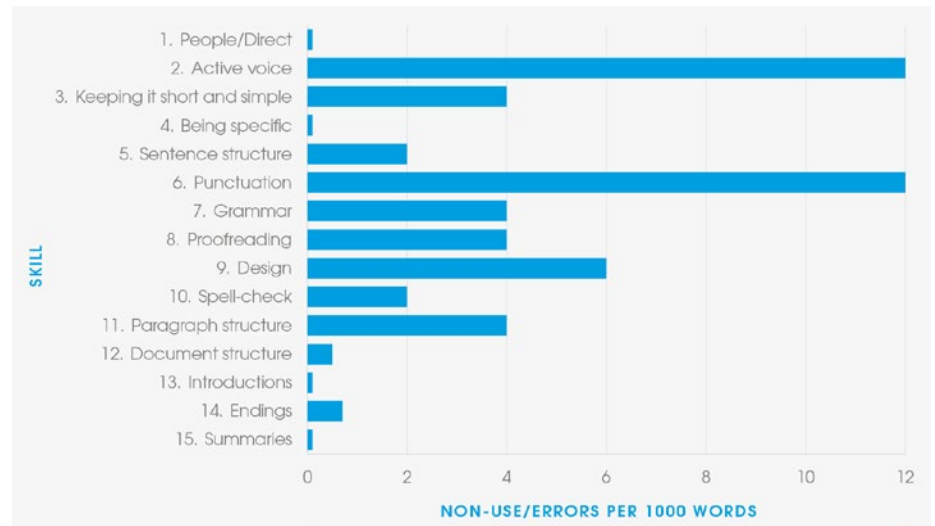
- ✔ structure arguments logically
- ✔ understand the etiquette of letter and email writing
- ✔ put their reader first
- ✔ get the customer onside in the first paragraph and end on a positive note
- ✔ defuse difficult situations
- ✔ get to the root of a query and ensure they’ve addressed every issue
- ✔ write confidently and clearly
- ✔ deliver negative news sensitively
- ✔ make the most of good news
- ✔ structure sentences effectively
- ✔ avoid the jargon trap
- ✔ be confident in their grammar and punctuation.



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:



Writing to customers



Course for companies

In person

9.30	Introduction <ul style="list-style-type: none">☑ Welcome☑ Course overview Why good writing pays off Putting the reader first Having a clear objective
10.45	Break
	Getting started <ul style="list-style-type: none">☑ Why are you writing?☑ Getting to the root of a query☑ Assembling the facts A logical structure <ul style="list-style-type: none">☑ Making the information flow☑ Meeting the reader's needs☑ Email and letter etiquette Intros and endings <ul style="list-style-type: none">☑ Building rapport quickly☑ Ending on a positive note
1.00	Lunch
	Improving readability <ul style="list-style-type: none">☑ Reader-centred writing☑ Making your writing active☑ Writing in plain English☑ Structuring your sentences for easy reading
3.30	Break
	Confident grammar Perfect punctuation Effective proofreading
5.15-5.30	Summary and close

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