

# Effective writing for business development

Course for companies

Live online



#### 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 live online.

#### 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 a half-day of training plus a half-day of coaching sessions, but we can adapt and extend the programme to fit your goals.

#### 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](mailto:info@writing-skills.com)

25 years



of better writing

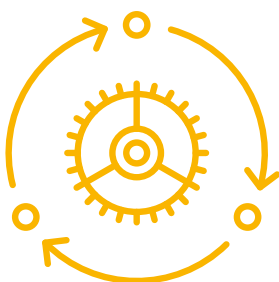
There's more to business development than writing bids and tenders, vital as these are. But from prospecting emails to customer retention, your team's writing skills are central to your key growth activities.

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.





'Seamless use of technology. Some of the best interaction I have experienced on an online course.'

Harry Folkes,  
Talbot Underwriting Services

## Bespoke virtual training that works

Online training is the natural choice in a world where remote working is more widespread than ever.

We've been running remote-learning programmes for over ten years, continually refining our approach in that time. So we've learned how to design online sessions that ensure delegates can learn as effectively as possible.

We deliver the training in short, intensive sessions to keep learners' energy high. Group sizes are kept small to guarantee each delegate gets the individual attention they need. And they'll never find themselves sitting passively through a lecture. Live polling, breakout rooms and activities, shared whiteboards and other tools ensure participants have a highly engaging and collaborative experience.

Your team will be able to attend from anywhere. All they each need is a computer, a headset and stable internet access.

After the training, delegates will have a year's access to our business-writing helpdesk. This email and phone helpline provides an extra source of support while they're putting their new skills into practice.

## Learning objectives

On this course, your team will learn how to:

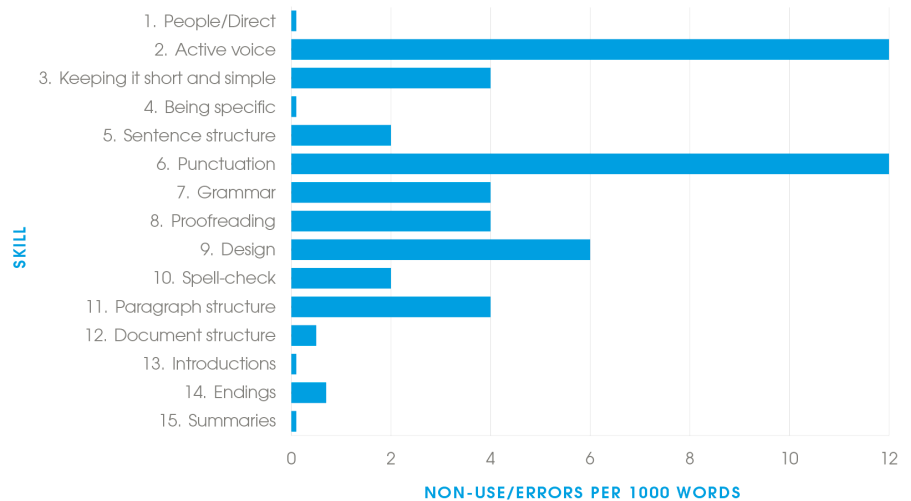
- ✓ use subject lines to get their emails opened
- ✓ translate features and USPs into clear benefits that solve your prospects' problems
- ✓ identify and communicate relevant win themes
- ✓ write engaging prospecting emails that put the client first
- ✓ write communications that reinforce the relationship-building 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.



## Personalised 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

After the group training, 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 further workshops, **targeted seminars**, bespoke webinars or e-learning.

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

Trusted by over 1,000 organisations worldwide, including:



Example programme

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9.30-12.30

## Clear, persuasive communications

**Introduction and course overview**

**Why good writing pays off**

**Producing reader-centred communications**

**Understanding a prospect's pains, needs and desires**

**Prospecting and follow-up emails that stand out**

- ☑ Getting your emails opened
- ☑ Relationship building
- ☑ Writing the call to action

**Building a persuasive argument**

**Expressing benefits your prospects care about**

**Signposting and storytelling**

**Improving readability for clear and concise writing**

- ☑ Making your writing active
- ☑ Writing in plain English
- ☑ Structuring your sentences for easy reading

## 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 complement 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)