

A close-up photograph of a person's hands writing on a white document. The person is wearing a light blue button-down shirt. The right hand holds a black and silver pen, and the left hand rests on the paper. The background is blurred, showing what appears to be an office setting.

Brilliant

CUSTOMER SERVICE

Brilliant Writing Skills

Write more effective, engaging and empathetic emails and customer communication



Description

This course will give participants the opportunity to focus on the written word - the style and tone, and the impact it will have on your reader.

Key outcomes include:

- Write more effective, engaging and empathetic emails and customer communication
- Follow best-practices and proven principles for writing accurately, clearly and concisely
- Save time in writing and dealing with responses to emails, online messages and letters
- The course includes practical exercises, discussion and one-to-one feedback from your trainer.

Content

Best practice business writing skills

- What does an impressive and effective document, letter or email look like?
- Openings and endings – starting off right and ending correctly – with examples.
- Expressing your points clearly and clarifying your aim and objectives.
- Seven principles of effective business writing with best-practice examples.

Editing skills and proofreading techniques

- Quick quiz - how good is your English knowledge?
- Editing techniques and skills practice to get your documents right first time, every time.
- Proofreading techniques and skills for different types of documents.
- Knowing what to look for – quick checklist.

Email etiquette and email best practice

- Email etiquette – the ten do's and don'ts of email sending.
- Email links, attachments and security.
- Rules and standards for better emails.
- When to use the telephone or face to face conversations instead of an email.

Who should attend?

All staff, especially customer service, sales and marketing staff and managers, business owners and freelance staff.

Running time - Half Day :
Morning session 09.00 to 13.00 or
Afternoon session 13.30 to 17.00



About the trainer

The course is delivered by Graham Roberts-Phelps, business skills training specialist.

Over the last twenty years Graham has personally trained or coached over 25,000 business professionals in 30 countries and hundreds of organisations.

Pricing

£149 +VAT per person

Contact us for early bird discounts.



A person is sitting at a wooden desk, working. They are holding a pen over an open notebook. To their right is a laptop displaying a software interface. In front of them is a tablet. The background is slightly blurred, showing a bright, indoor setting.

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