



## Writing to customers course

There's a customer behind every letter or email. Your team need to keep this in mind whenever they write – it should shape every reply. But common problems can get in the way of responses that successfully address each customer's needs.

Maybe your team aren't able to respond to enquiries quickly enough. Perhaps they're failing to address the key issues in the complaint or are struggling to build rapport. Or you might be finding niggle grammar and punctuation errors in their letters and emails, which could be chipping away at the reputation of your organisation.

Whatever the problems, they ultimately lead to more customers writing follow-up replies and escalating the original complaint.

### Resolving customer complaints

But it doesn't have to be this way. A well-written response can turn a disgruntled customer into one of your biggest fans. As well as solving your customers' immediate concerns, your team's writing can even raise the reputation of your entire organisation.

That's why we've developed this course. It will give your team a comprehensive understanding of how to plan, structure and write effective replies to customers – so they can keep the customer behind every letter or email satisfied.

## Who is it for?

This course is suitable for anyone who writes customer-facing letters or emails.

## 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 via WebEx.)

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

On this course, your team will learn how to:

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

### 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

### Writing to customers course

#### 9.30 Introduction

- Welcome
- Course overview
- Why good writing pays off
- Putting the reader first
- Having a clear objective

#### 10.45 Coffee

- Getting started
- Why are you writing?
- Getting to the root of the query
- Assembling the facts
- A logical structure
  - Making the information flow
  - Meeting (all) readers' needs
  - Business letter etiquette
- Intros and endings
  - Building rapport quickly
  - Making endings memorable

#### 1.00 Lunch

- Improving readability
- Reader-centred writing
- Make your writing active
- Writing in plain English
- Structuring your sentences for easy reading

#### 3.30 Tea

- Proofreading tips
- Perfect punctuation
- Confident grammar

#### Summary

#### 5.30 Close

Build loyalty: how to delight customers and foster trust through letters and email