



# Join the Dots

Recruiting & developing **extraordinary** people

## Excellence in Email Contact

### Objectives

To enable customer relations individuals and teams to use emails to get business results and to avoid the common customer relationship / service pitfalls of email mis-management.

### What is it about and what will it do?

Develop team members to take a wider and more customer centric view of the email delivery process, where the need to balance their own needs with those of the client are vital.

### Who is it for?

A workshop aimed at team members who are tasked with understanding and developing techniques that win business and meet performance targets through effective email management.

### Outline content

- Differentiate between informal and formal email writing
- Get your key messages across
- Avoid igniting an email-writing 'flame war'
- Choose an appropriate style for writing business emails
- Address your reader's needs
- Establish and build rapport
- Know what format to use – and when
- Cut down on unnecessary emails – for you and your colleagues
- Avoid embarrassing mistakes
- Free yourself from inbox slavery
- Make your emails more readable



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