

Business Writing Skills (1 Day)

Course Outline

I. Use of Appropriate Language in Written Correspondence

- A. The 7 C's of Effective Communication
- B. How to Identify Inappropriate Language
- C. Simplifying
- D. Three Stages of Writing
- E. Spelling

II. Drafting Business Letters and E-Mails

- A. Beginning the Letter
- B. Composing the Body of the Letter
- C. Finalise the Letter

III. Handling Enquiries and Providing Factual Feedback

- A. What Customers Want
- B. Personal Interaction with Customers
- C. External Enquiries, Requests and Complaints
- D. Behavioural Styles of Customers
- E. Never Take Complaints Personally
- F. Long Term Customer Service and Maintenance after Solving Problems

Training Plan

Training Objectives:

1. Improve participants' knowledge of correct language usage in written correspondence
2. Explain and use the three stages of writing, simplifying techniques and spelling
3. Develop skills to correctly write letters and e-mails
4. Improve skills to successfully handling enquiries and giving feedback
5. Apply knowledge on how good personal interaction with customers, and how to deal with different behavioural styles of customers

Materials and Resources:

- Case studies
- Role-Playing Scenarios
- Handouts and worksheets

Training Methodology:

- Face-to-Face Class Attendance at ENJO Consultants according to the training schedule.
- Virtual Attendance via MS Teams according to the training schedule.
- Training can also be presented at the company's premises.
- Virtual Attendance via MS Teams specifically tailored for the client's staff.

Assessment and Evaluation:

- Short quizzes or knowledge checks throughout the day.

ENJO Consultants (Pty) Ltd

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Services SETA 07-SERVICES/SDP150722-6874 | SABPP: 58116L125EC



- Optional Assessments depending on the client's requirements.

This training plan aims to provide a comprehensive understanding of emotional intelligence and its practical application in a corporate setting. Adjustments can be made to tailor the course to the specific needs and goals of the corporate clients.

Certification

- Short Courses are Non-Accredited Training.
- A Certificate of Attendance will be issued after the training.

Bookings

Telephone: 012 667-1985

Email: training@enjoconsultants.co.za

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