

Building Customer Relationships Through Better E-Mail



Write your e-mail messages carefully!
Focus on your customers' needs.

Maintain positive relationships

31 billion messages a day and counting . . . E-mail's advantages are speed of delivery and efficiency. Its major disadvantages are lack of clarity and common courtesy. With the staggering volume of messages sent each day, how can you use e-mail strategically to maintain positive and productive relationships with customers? How will your message stand out among the clutter?

Who should attend

This program is designed for salespeople, customer service representatives, and business development associates who want to write clear, reader-focused messages that will lead to stronger client relationships.

What you will learn

E-mail lets you communicate with customers around the world in a matter of seconds, but even the best ideas can get lost in a poorly structured message. Likewise, customers are wary of e-mail that resembles spam or comes across too aggressively. In this dynamic program, you will learn how to:

- ◆ avoid the mistakes salespeople make when using e-mail
- ◆ use e-mail more selectively with a customer focus
- ◆ use a template to quickly organize a clear message that uses benefit statements
- ◆ write attention-getting subject lines
- ◆ speak in your customer's language; be tactful and constructive

Program format

Building Customer Relationships Through Better E-mail is a two-hour program where participants learn valuable tools and skills during lunch. Participants will plan and organize customer-focused messages that build relationships. The program concludes with an action plan for putting new skills to work.

To register, contact:

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