

Personal Development

Professional Written Communication

Course Details

Price

£355.00

CPD Points

7.00

Length

Full day (09:00-17:00)

Course Overview

Effective Communication is KEY to co-operation and success within any organisation and beyond. No longer is most of our written communication via hard copy letters that are mailed out, we spend more of our time now communicating via email and other platforms. In addition, the 'rules' of communication and how to address people are changing constantly.

Content

- The basics of professional business writing: word usage, grammar, spelling, sentence structure, punctuation and paragraphing
- Commonly occurring mistakes and how to avoid them
- The business letter / email: its purpose, conventions and structure

- Sales Letters, replies to complaints, 'chasing' letters, Informative Letters: choosing appropriate style and tone
- Structuring complex information in an easily understood format
- The conventions of Letters, Emails, File Notes, Memos, etc
- Word processing packages: use and abuse
- The importance of proofreading
- Standard letters: their use and abuse
- The need for Customer Care in written documents

Benefits

By the end of the course delegates will:

- Be aware of and use correct conventions for each type of business document
- Use and construct standard paragraphs and letters correctly
- Plan and present complex information clearly
- Produce written business documents quickly, efficiently and effectively
- Understand and use Customer Care techniques in all business

Next Steps

If you would like to book a place on this course please click on the **'Book Course'** button to the right of this page and login or register for a user account to complete your booking(s). Any queries please do not hesitate to contact us via admin@gta.gg or call us on 01481 224570.

If no date is scheduled for this course at the present time please click on the **'Register Interest'** button and login or register for a user account so that we can add you to our course interest register. This register allows us to contact our tutors and finalise dates for a course as soon as we have a few people who have expressed their interest, so the more delegates who register their interest, the sooner we can schedule a particular course.

Course Tutor

Korinne Le Page

Korinne has more than 27 years' experience in Training, Leadership Development, Coaching and Counselling. She has also worked for major multi-national Companies, delivered Management and Communication programmes abroad and online across a variety of Market Sectors. Korinne started her career in Finance, then as an Operational Manager in Customer Service, managing teams in challenging environments and she became an Entrepreneur in 2000. Therefore, Korinne has first-hand experience of the issues that can arise from all angles, as well as appreciating the importance of providing inspirational leadership and seamless customer service.