

# Business Writing

## Who should attend

Managers, Supervisors, Technical Professionals and Public Contact Staff who have to write business letters.

## Duration

1 day (8 hours)

## Program Fee

S\$400.00  
per participant

## Course Cancellation

In the event that participant cannot attend the event, substitute delegate is allowed.

There will be no refund for cancellation

## Course Aim

At the end of the course, participants will be able to:

- Demonstrate the mastery in the application of the technique of communicating effectively on paper as a business letter-writer
- Discriminate the correct from the incorrect approach to the opening and closing of letters
- Adopt a positive, natural and pleasant style of creating elegance and dignity in the way they write

## Course Outline

### **Introduction: Prologue**

- What does business letter-writing mean to you?
- How do you rate among high-achieving letter-writers?

### **Topic 1:**

- What it takes to write effectively
- Five most common pitfalls in writing business letters
- The 12 parts of a business letter

### **Topic 2:**

- A 5-step approach to effective business letter-writing
- Applying the 5-step approach to sales, enquiries and complaints letters

### **Topic 3:**

- The 5 letter-writing absolutes
- Matching each absolute and its implication
- Identifying the absolute that has been wrongly applied

### **Topic 4:**

- The proper use of language tone
- Increasing the readability of your letters

## **Training Methods**

- Lecturettes
- Group discussions & presentations
- Individual exercises and model answers

## Unique Benefits

- Conducive environment for participants to self-reflect on their personal writing style
- Intellectual growth and enrichment for individuals
- Experiential and motivational throughout the entire program

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You may register by downloading the registration form and send it to us through:

- 1) Email
- 2) Mail
- 3) Phone
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