

**PM9**

# **BUSINESS LETTER WRITING**

**( 1 Day)**

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**OR**

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## **COURSE OVERVIEW**

Everyone has to write letters but many people find it difficult to write them clearly and correctly. Delegates will learn the principles of business letter writing through a carefully selected combination of exercises and analysis; through which they will practise those principles. Investing one day of their time in this programme delegates will get a return on investment every time they write a letter during the rest of their careers.

## **WHO SHOULD ATTEND**

This course is designed for any one involved in business letter writing.

## **DELEGATES WILL LEARN:**

- How letters can enhance the company's image and generate goodwill and business.
- Writing a letter to attract the reader's attention and interest and create the right attitude.
- How to structure a letter logically.
- Layout, language and punctuation.
- Achieving the right tone in a letter, avoiding ambiguity and obtaining full comprehension.
- Making the message clear and concise.
- Concluding positively.
- Letters for different situations - complaints, credit control, sales enquiries, technical.
- Personalising letters and making them persuasive, impressive and cost effective