

# Writing Effective Emails™



## Creating Professional Interactions

Email is an easy way to communicate. However, there is a right and a wrong way to communicate your professional email. It is the preferred communication method for most companies, yet many professionals have not been formally trained on how to write business emails, which is why we created **Writing Effective Emails™**.

**Writing Effective Emails** is a training solution that differentiates professional emails from your personal inbox. This program provides your team the knowledge and skills necessary to deliver legendary service through your email interactions.

Signature Worldwide's interactive training program will teach your team to:

- Discover the Impact of email communication
- Create subject lines which are concise and compelling
- Distinguish the difference between effective and ineffective emails
- Outline best practices for: Salutations and closings, To, cc and Bcc, Forwarding emails, and Time Frames.

### Description

In this program Signature will teach your staff how to write clear, effective and professional business emails. Training focuses on four key elements of emails: Subject Lines, Introductions, Tone, and Closings.

### Format

This training is available onsite or via interactive virtual classroom. Both training methods are delivered by an experienced Signature Worldwide trainer.

### Who Should Attend?

- Management
- Front Line Employees
- Human Resources

### Program Outcomes

Through this customized training, participants will be able to:

- Improve email etiquette and ability to communicate with clients via email
- Project a polished and professional image online
- Create emails that are short, clear, and to the point.
- Avoid Common Email Errors that cause confusion
- Strengthen your Subject Lines, Introductions, Closings and Email Tone.
- Understand necessary response times and when email is inappropriate.

