

Write Emails and Letters Suited to the Purpose



SSG-APPROVED COMPETENCY-BASED TRAINING PROGRAM

# Professional Business Writing Skills

apply customer-centric  
style in business writing

craft a message in a tone  
suited to the purpose

write with empathy  
for positive outcomes

motivate response to  
achieve your objective

refresh understanding of grammar for writing proficiency

another module in the National  
**Professional Development**  
series

# Apply Customer-Centric Style and Business Writing Principles to Engage Yours Readers



## PROGRAM

### APPLY BUSINESS WRITING PRINCIPLES TO ENSURE CLEAR LANGUAGE AND LOGICAL STRUCTURE

- review of the principles of business writing
- identify and correct common errors
- write with empathy – choice of words
  - trigger words
  - condescending words
  - ambiguous words

### ADOPT CUSTOMER-CENTRIC STYLE TO PROMOTE GOODWILL

- importance of developing goodwill and building relationship
- techniques to apply customer-centric style
  - use of stock phrases
  - bias-free language
  - positive phrasing
  - ‘you’ attitude

### STRUCTURE READER-FOCUSSED STATEMENTS TO MOTIVATE RESPONSE

- use sentence emphasis
- highlight reader benefits
- provide options and solutions

### EMPLOY CONSISTENT WRITING CONVENTIONS

- formats, layouts, and corporate style guide
- projecting corporate identity

### CRAFT A MESSAGE IN A TONE SUITED TO THE PURPOSE

- writing and replying to a letter of complaint
- writing to decline a request/to say ‘No’
- rejecting a request

### REVIEW MESSAGE FOR APPROPRIATENESS

- adopting the correct overall tone
- demonstrating sincerity
- checking for excessive courtesy

## METHODOLOGY

Presentations, Guided Discussions, Case Studies, Practice Exercises, and Group Discussions

## COURSE ADMINISTRATIVE DETAILS

PREREQUISITES	<p><b>Education:</b> minimum 'secondary' level</p> <p><b>Language:</b> able to speak, and write in English at a proficiency level not lower than WPL Level 3 or equivalent</p>
WHO SHOULD ATTEND	<p>Staff working in marketing, sales, human resource, administration, customer service, technical support, call centre, service and sales support, operations, accounts, purchasing, and finance.</p> <p>Staff who need to write messages to colleagues, bosses, vendors, and customers.</p>
COURSE DURATION AND FEE	<p><b>Duration:</b> 17 hours</p> <p>Course Fee (<i>before SSG Training Grant</i>): \$500</p> <p>Course Fee (<i>after SSG Training Grant</i>):</p> <p><b>MCE/SME:</b> \$75</p> <p><b>Singaporean 40 years old and above:</b> \$75</p> <p><b>Singaporean below 40 years/PR:</b> \$211</p>
COURSE REFERENCE	TGS-2020513815
SSG FUNDING	2 August 2022
SSG TRAINING GRANTS	<b>SSG</b> <i>terms and conditions</i> apply.
ABSENTEE PAYROLL	Available for company-sponsored participants
SKILLSFUTURE CREDIT	Participants who have SkillsFuture Credit Account can pay the <b>net course fee</b> from their SkillsFuture Credit Account.
CERTIFICATES	On successful completion of the course and meeting SSG's terms and conditions on attendance and assessments, participants will earn a <b>WSQ Statement of Attainment</b> .
TRAINING VENUE (in person)	150 Orchard Road #04-12 Orchard Plaza Singapore 238841 (nearest MRT: Somerset Station/Dhoby Ghaut Station)
VIRTUAL DELIVERY	Synchronous (Zoom)

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