



E-mail Intelligence™

Taking Care of e-mail for Client Care and Productivity

(Half or Full Day Workshop)

EXECUTIVE SUMMARY

Today's communication technology brings us together as never before.

But electronic communication requires new skills to make this technology more interactive and effective, more like a face-to-face conversation.

This workshop examines why we must handle e-mail with care as it challenges our productivity, creates conflict and controls our workday.

To manage this, we provide strategies and solutions on how to save time, not waste time.

How to send a message that gets results and builds relationships.

CORE PROGRAM

Understanding How Communication Works

- Examining the art of good communication so your message is understood
- Applying these skills to make the most of one-way messaging
- Learning when e-mail is the right medium for the message

Appealing to Communication Preferences

- Understanding your audience by quickly identifying communication preferences
- Using our guidelines to make your message appeal to all communication styles
- Adding persuasion and a personal touch to technology

Engaging Your Audience

- Using words alone to communicate good manners and maintain a professional image
- Learning protocol to add value to your reader's Inbox and prevent legal and professional problems
- Choosing language that will persuade your readers and get the results you want
- Building relationships by being tactful and making the right choices when dealing with difficult or emotional e-mails

Composing e-mail that Gets Results

- Applying structure to create professional messages that will enhance your credibility
- Using our e-mail template as a time-saving reference tool
- Opening and closing techniques to make your message more interactive and build rapport
- Formatting techniques for a clear and concise message that is easy to read and to the point
- Writing subject lines that sell your message, get results and create a memorable first impression

Managing Your Inbox

- Creating an e-mail filing system to help eliminate e-mail overload
- Processing shortcuts and using the tools to manage your messages quickly and efficiently
- Applying time management strategies to increase productivity and improve quality of time spent on e-mail
- Replying options and etiquette to prevent misunderstandings and save time by clarifying and questioning

Who Should Attend?

Anyone who wants to use and manage e-mail more effectively

Registration Fee: \$450.00

See www.mdctraining.ca for dates.

Also available in-company for groups.