

High Impact Business Emails (E-Learning Course)



A Practical On-Line Course In High Impact Business Email Writing

In the modern day business world e-mail has become the main source of rapid communication. It has changed the way we do business and has replaced snail mail (letter writing) and for good reason. Email is quicker, more efficient, inexpensive and easier to filter. However although e-mail has changed our business lives it can still cause some problems. Emails are less formal than letters and in western cultures are often very short, informal and direct. However in Japan for example, a country, where formality is traditionally important, this western style of email can cause difficulties. For western business people Japanese business emails can be too long, too formal, indirect and poorly structured. This does not suggest that one style is superior to the other, but these important differences in culture, writing style and language must be dealt with to ensure smooth communication.

Our e-learning business email course addresses all of these problems. We will develop both your **informal** and **formal** email writing skills so that you do not need to worry about levels of formality, styles and language any more. The course uses industry related examples of emails. We also supply easy to use templates and flowcharts covering areas of difficulty supported with real practice using simulated emails directly related to your industry. We will train you how to be more assertive and direct. Throughout the course we also develop your language skills.

The **High Impact Email Writing** course is an on-line e-learning course. The length of course is negotiable depending on the student's needs and schedule. Participants receive all materials by email and have a personalized tutor. All of our tutors have had corporate experience both internationally and domestically. The experience of our tutors offers potential students an excellent opportunity to develop both their language and high impact business writing skills with people who have real business knowledge. Our tutors send and receive emails based on each course module followed by evaluation, correction and feedback. Course content depends on the student's language proficiency and is adjusted to match this ability. Tutors offer support and guidance throughout the course and will promptly reply to any request or questions the participant may have.

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Course Outline

Module 1: Basics and Making Requests

- Essential basics in email writing
- Making a colleague request (informal)
- Making a client request (formal)

Module 2: Accepting & Rejecting

- Accepting a colleague's request
- Accepting a request from a client
- Rejecting a request from a colleague
- Rejecting a request from a client/superior

Module 3: Appointments and Arrangements

- Making arrangements with colleagues
- Making and confirming arrangements with clients
- Postponing and re-arranging with colleagues (group emails)
- Canceling appointments with senior management or clients

Module 4: Complaints and Conflict

- Complaining to a work colleague
- Complaining to a service provider
- Dealing with a complaint I (Apologizing to a colleague)
- Dealing with a complaint II (Apologizing to a client or customer)

Module 5: Longer emails (*Problem solving and persuading*)

- Persuasive email to global team members
- Persuasive email to client
- Other important issues and summary

The **high impact business email-writing** course has 5 modules. The time given for each module is flexible depending student's schedule. Typically we send one module at a time. One module includes both formal and informal practice. An exercise such as asking a colleague for help from module 1 has **two** activities. The **first activity** is controlled email practice with an email template containing multiple choice style options to choose from. The **second and primary activity** is free practice. The student is sent a simulated email or scenario. The student then composes the relevant response to the email and sends it back to their tutor. This email is evaluated, corrected then returned to the student with tips and feedback. The student is then asked to re-write the email and send it back to their tutor for final assessment. Our course covers most themes of global email writing however if the student has specific requests on type of email or industry we can adjust and tailor the course to suit those individual needs.