



SINGAPORE
WORKFORCE SKILLS
QUALIFICATIONS

ABSENTEE PAYROLL
AVAILABLE

Write Emails and Letters Suited to the Purpose



SSG-APPROVED 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>Education: minimum 'secondary' level</p> <p>Language: 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>Duration: 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>MCE/SME: \$150</p> <p>Singaporean 40 years old and above: \$150</p> <p>Singaporean below 40 years/PR: \$250</p>
COURSE REFERENCE	TGS-2020513815
SSG FUNDING	2 August 2022
SSG TRAINING GRANTS	SSG <i>terms and conditions</i> apply.
ABSENTEE PAYROLL	Available for company-sponsored participants
SKILLSFUTURE CREDIT	Participants who have SkillsFuture Credit Account can pay the net course fee from their SkillsFuture Credit Account.
CERTIFICATE	On successful completion of the course and meeting SSG's terms and conditions on attendance and assessments, participants will earn a WSQ Statement of Attainment .
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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