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MASTERING EMAIL COMMUNICATION™



BE PERSUASIVE. GET RESULTS. SAVE TIME.

The Course

This is for anyone who wants to improve and manage E-mail communication more effectively offering a persuasive dialogue with appropriate E-mail messages that lead to more profitable relationships with clients and business partners.

McLuhan & Davies Communications, Inc.

Canada license on the new skills required by the electronic communication to make the technology more interactive and effective, more like face-to-face conversation.

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

The course provides strategies and solutions on how to save time, how to send effective messages that gets results and builds relationships, and how to create E-mails people look forward to reading.

Learning outcomes

- Understand communication by examining the communication process
- Consider the effectiveness of communication vehicles and target your audience by appealing to communication patterns and needs
- Compose effective e-mail using structure to achieve clarity, brevity and interactivity
- Write e-mail that is polite, persuasive and tactful
- Create an interactive tone in e-mail through the language you choose
- Manage the volume of your Inbox
- Apply basic time management principles to E-mail.

Course details

6- 12 participants in a group
Period: 1 day, from 9:00 to 17:00

AGENDA

1. UNDERSTANDING E-MAIL COMMUNICATION

- Know your E-mail World
- Know Your Audience

2. COMPOSING EFFECTIVE E-MAIL

- Take Care of Structure
- Take Care of Language

3. MANAGING YOUR INBOX

- Manage Your Time
- Manage Your Response