

BUSINESS WRITING

Training course offered by VETTA Communication (Pty) Ltd.



OBJECTIVES

The need to project a professional image through business correspondence affects all staff who communicates with customers both internally and externally. Today everyone communicates electronically; the written word says a lot about the writer and unlike the spoken word, it binds the writer legally. How is your correspondence interpreted? What image are you creating? Is your message clearly understood? Are you building bridges or creating barriers? This practical workshop focuses on the 'business writing' element and what is expected in the business world.

COURSE CONTENT

Introduction to business writing

- One chance at creating a positive impression when corresponding

Procedural skills

- Techniques in letter structure through planning, writing and editing
- Preparing to write
- Who is the target audience?
- What needs to be said?
- How should it be written?
- Structure and layout
- Style and tone
- Getting to the point
- Business vs. social writing
- Writing to inform or persuade
- Responding to complaints
- Handling different documents

Writing etiquette

- Correct modes of address
- Formality vs. informality
- Appropriate vs. inappropriate language
-

Email correspondence and etiquette

Grammar

- Spelling, punctuation and grammar
- Slang, jargon and twitter language

COURSE DETAILS

Duration: 1 day

Time: 08h30 - 16h30

Cost: R1766.00 p.person excl 14% VAT

Included: Lunch, refreshments, facilitation, training manual, E-certificate and personalised feedback.

This workshop can also be presented at your premises

Book on line www.vetta.co.za or contact 086 111 VETTA (83882) Fax: 086 650 6520 Email: bookings@vetta.co.za



VETTA Communication (Pty) Ltd.
Cape Town • Johannesburg • Durban

"Passion colours everything it touches"

