

SELLING IDEAS

Presales team from a Fortune 15 Computer Manufacturer and Distributor uses clear, concise communications to get buy-in from target audiences.

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— Program Participant

Pitching a new business development program for your company can be a hard sell, especially if the sales force is unclear about your goals and objectives. Members of this company’s Presales team found Write It Well’s “Business Communication that Gets Results” training program to be a timely solution to the challenge of how to get their messages across. One participant said, “I was able to apply 100 percent of what I learned toward improving my communication style and effectiveness . . . I used the instruction to clearly deliver my program goals, objectives, and time frames.”

By targeting messages to the right audience, and presenting programs succinctly and with confidence, these participants gained acceptance for their ideas. This was just the type of outcome the Director of Business Operations had hoped for when he retained Write It Well to help his people improve their written business communication. “We’re more effective now, because it takes us less time to communicate, and the quality of our presentations is better,” he said. “More effective communications has made our organization more effective.”

Before Write It Well’s training program, the Presales team had not been communicating as effectively as they could. They had been sending somewhat confusing e-mail messages, presenting long and complex PowerPoint presentations, and using too much jargon in their program descriptions. Vague and ambiguous language in their ROI statements often obscured the business benefits of the program.

The Director of Business Operations believed that Presales could improve its image, substantiate the contributions it makes to the enterprise, and persuade decision-makers to grow the budget by improving the writing skills of its managers and directors. He retained Write It Well to develop and deliver two web-based events, a series of highly interactive workshops, and individual writing skills coaching to qualifying program participants. Web events and remote interactive workshops were selected to meet the needs of participants who were located across the United States and Canada.

Before developing the program, Write It Well assessed the business unit’s needs through a series of interviews and an analysis of writing samples. This process guaranteed that the content of the program would be job-relevant and engaging; all examples and exercises were based on the participants’ real situations.



About Write It Well

Write It Well, formerly Advanced Communication Designs, Inc., was founded in 1980 to help people in the workplace communicate clearly and work together effectively. Our goal is to provide practical, relevant information, techniques, and strategies that people can use immediately to improve their business writing skills. Visit www.writeitwell.com for more information.

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— Director of Business Operations for Fortune 15 Computer Manufacturer and Distributor

The first web event, “Think Before You Write,” led participants through Write It Well’s six-step writing planning process. The second web event, “Getting Your Point Across Clearly,” focused on formatting, language issues, and using style guides. Following the web events, a highly interactive workshop gave people an opportunity to practice what they had learned in the web events. It was offered three times to maximize participation.

Team members who attended at least one of the Web events and one or more of the workshops were eligible for individual coaching sessions in a virtual training room. The assignments and agenda for the coaching sessions were tailored to fit the learning objectives and scheduling restrictions of each participant. “The focused attention was a differentiator for me,” one participant said. “It helped me develop a successful business plan and deployment strategy for my program.”

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—Presales Program Director

The “Business Communication that Gets Results” program reminded participants how to think about their message from the reader’s point of view; how to focus on their main point; why correct grammar, punctuation, and spelling are important; how to format a message for busy readers; and how to use clear and concise language. “The program helped me become a more effective business communicator,” said The Worldwide Services Presales Program Director. “I learned that by using active instead of passive language, I can grab my reader’s attention.”

The program’s success can be attributed not only to the high quality of the content and instruction, but also to the format. The online and face-to-face training program spread over a six-month time period offered participants many opportunities to engage in the program and apply what they learned. The result is a more effective Presales team whose communications are more to the point than ever before. “I’m more efficient now,” one participant said. “I found ways to say what I need to say in fewer words. Writing more effectively and efficiently allows me to accomplish more in less time.”



Write It Well Training, Books and Facilitator Kits

Write It Well’s series of onsite and online training courses, business writing books, and facilitator kits, provide step-by-step techniques for improving business writing.

Business Writing Training Programs

- Effective E-Mail
- Business Writing
- Grammar Fundamentals
- Reports and Proposals
- Writing Performance Evaluations
- Technical Writing

Business Writing Books

- *E-Mail - A Write It Well Guide*
- *Professional Writing Skills*
- *Grammar for Grownups*
- *How to Write Reports & Proposals*
- *Writing Performance Documentation*

Facilitator Kits

- Business Writing
- Effective E-mail
- Grammar Fundamentals