BUSINESS COMMUNICATIONS

You and your employees communicate your brand image and professionalism in a variety of ways. These include how they dress; the appearance of brochures, letters, and web pages; the manner in which inbound and outbound telephone calls are handled and the tone and manner reflected in presentations, memos and e-mails.

The Professional Development Center’s Business Communications programs are geared to give your organization the tools necessary to communicate on all platforms – formal and informal. We offer programs in:

**Business Writing** – Includes letters of general correspondence, proposals, covering letters for formal contracts, etc. Also includes letters of first introduction (i.e., to a new customer), follow-up correspondence, and other types of correspondence.

**Oral Presentations** – These include a variety of situations and settings, as well as varying levels of formality.

  * **Formal** presentations may include standing in front of a general audience of fellow employees or “pitching” a few prospective buyers in the company conference room. They may also include typical one-on-one sales situations, which are often experienced in a manager’s or executive’s office.

  * **Knowing** how to present yourself and your company, whether in a prepared presentation or in an unplanned context, is key to success. Similarly, knowing how you are received in different contexts, such as sales vs. service, is an absolute must.

**Writing Effective E-Mails** – These may include e-mail exchanges between one or more individuals, between peers, or directed primarily to managers and executives one or more levels above. The “rules” for appropriate use of language in e-mails have evolved from the early days of the internet. The life of an e-mail as well as its final distribution may extend far beyond what was originally intended. For these reasons and more, *Writing Effective E-Mails* is a program that has benefit to employees and managers alike, from day #1.