

## Getting to the Heart of E-mail Communication™

Blended Learning Version



### The perfect course for:

- Technical support and help desk engineers
- Online services representatives
- Customer service representatives
- Anyone who communicates with internal or external customers via e-mail



## Make the connection

with the complete training program for e-mail correspondence. *Getting to the Heart of E-mail Communication™* teaches your employees all the skills they need to communicate positively and professionally with customers—both internal and external. They'll leave the class able to create e-mail messages that are positive, professional, clear, and concise.

## Course content

### Module 1: Formatting an E-mail Message

- A review of e-mail basics
- Creating a successful subject line

### Module 2: The HEART of E-mail Communication

This module covers the HEART Model™—a paradigm of five common-sense principles that are essential to good customer communication.

### Module 3: Structuring an E-mail Message

- Creating a successful opening
- Crafting the body of the message
- Choosing the right closing

### Module 4: Building a Good Relationship Through E-mail

- Making the message positive and pleasant
- Building e-rapport
- Creating a professional tone

### Module 5: Questioning and Showing Value

Participants learn how to guide customers towards efficient communication by using strategic questioning and by showing value.

### Module 6: Managing Challenging Customers

Participants learn how to respond to e-mail messages from upset customers in a way that keeps the communication positive and professional.

*"This class really helped me with some ideas for answering customer e-mails more efficiently."* CATHERINE HESSELROTTE, DIVISION SECRETARY U.S. DEPT. OF THE TREASURY, BUREAU OF THE PUBLIC DEBT

*It was so fun, it went by in no time! You really learn a lot.* LACI LAKE, TECHNICAL SUPPORT ENGINEER, SURF CONTROL

*This is the best-prepared workshop I've attended! The subject and principles are simple and well known, but often overlooked.* CORORIA REVERA, SUPPORT SPECIALIST, MACROMEDIA