

Speaking Programs

Operating at 7%: E-mail and Telephone Etiquette

Certification: Maximizing the 7!

With only 7% of our communication through words, this program teaches you what most of America has yet to figure out, how to communicate an effective clear e-mail message with sophistication and savvy...and brings results. The program is designed for all personnel from the front line employee through management. As this program is designed to change the e-mail culture of a company, all employees are encouraged to attend.

Participants will learn:

- The 10 Basic rules of e-mail.
- **“What to say”** and **“what NOT to say”** and how to write it the right way.
- How to create a clear, concise message
- Grammar reminders including incorrect word usage.
- The 5 rules for proper e-mail length.
- A 3-step process to soften an e-mail and portray a positive tone.
- When to use abbreviations and graphic symbols like smiley faces.
- How to maximize the **“attachment.”**
- How to manage a “subject line” effectively.
- What to do when you send an e-mail in error.
- When to **“cc”** and **“bcc.”**
- How to use a **“signature line”** effectively.
- How quickly to respond to an e-mail.
- The 5 elements to review when reading an e-mail that sounds confrontational.
- The 5 points to keep in mind with respect to e-mail **“privacy.”**
- The purpose of the **“away”** features on a telephone system.
- The 5 rules for how and when to pick up the telephone.
- 5 elements to a good voicemail.
- Proper cell phone etiquette and 5 places to avoid using cell phones.