

TQI WORD POWER SKILLS 2.0 COURSES

**“Giving you the know-how
on how successful businesses write...”**



BUSINESS IMPROVEMENT: HALF-DAY OR FULL DAY WORKSHOPS (DELIVERED TO YOU IN-HOUSE, UK AND INTERNATIONALLY)

WORD POWER SKILLS 2.0

**Business writing that interacts
with readers and keeps customers in the loop**

OVERVIEW: THE PROBLEM

- So much business writing today leads nowhere. It may be because readers do not understand the messages that companies write; it may be that the words do not say what the writer meant them to say; or it may be because nobody follows up on what their written words promise to customers.
- TQI will bring you into the new generation of using Word Power Skills 2.0 in everything you have to write in English for business. It is about creating interactive writing that speaks directly to customers in language they understand. Your letters, your e-mails, your progress reports and so on, should all apply these principles if they are to work well.

OUTCOMES: THE SOLUTION

A TQI Workshop will be your opportunity to see what good customer service and ‘Writing for Customers’ should look like in print. Together we will identify the best words (and presentation) to underpin a quality, professional image that represents the brand and experience that you want your customers to see, each and every time you do business with them.

In short:

- You will write messages that people will understand and engage with
- Once you have made contact in any way with readers as customers, you will know how to keep them informed and involved – in fact keep them in the loop

NEW! Every delegate receives a copy of the relevant book from Fiona Talbot’s Better Business English series **FREE!**

For details of any TQI services or to request customised solutions for your business English writing needs, please contact Fiona Talbot, TQI_Word Power Skills - here to help you at every stage of your career.

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