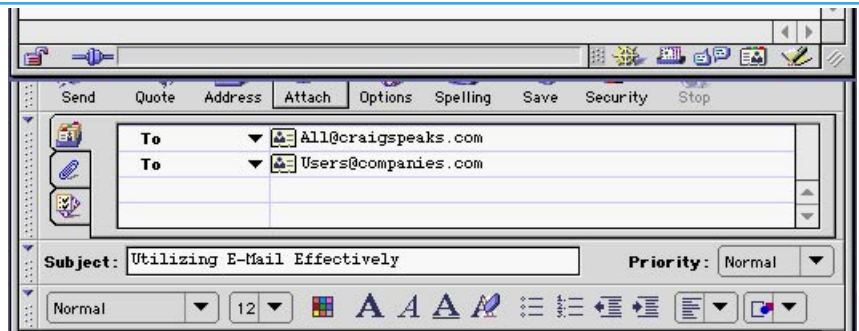


To: ALL
Subject: E-Mail Etiquette

Understanding How to Send Effective, Service-Oriented E-Mails and Master E-Comm!



IN TODAY'S BUSINESS WORLD, E-MAIL IS A common and accepted mode of communication.

It has advantages and disadvantages, strengths and weaknesses. Are you and your workgroup, department or company using E-mail effectively?



As with any form of communication, there are mores, standards and conventions to adhere to. As a new form of communication, you must be aware of how best to use E-mail, ways it can help you and also ways it can harm you.

Learning Objectives



- ▶ Develop Your Checklist for When You Should (and Shouldn't) Use E-Mail
- ▶ Effective Use of The Subject Line
- ▶ Designing Appropriate Signature files
- ▶ Use of White Space, Numbered Lists and Tables of Contents to Improve Readability
- ▶ Understanding Netiquette, Emoticons and E-Mail Lingo
- ▶ When to Use CC, BCC, Redirect vs. Forward
- ▶ Including a Service Orientation in your E-Mail
- ▶ E-Mail Horror Stories to Learn From
- ▶ Using E-Mail Distribution Lists
- ▶ Harnessing E-Mail to Facilitate Meetings, Teleconferences, etc.
- ▶ Using Templates for Types of E-Mails

How The Presentation Is Delivered

This presentation includes the use of actual E-mails to demonstrate effective and ineffective techniques.



You are encouraged to submit sample e-mails for use in the presentation. Identities will be suppressed to protect individuals. Attendees will be encouraged to write, edit, and rewrite existing e-mails to improve intelligibility, include a service orientation, and shorten lengthy files.

About Your Presenter

Customer Service trainer CRAIG HARRISON has spent the last dozen years helping Silicon Valley professionals communicate more effectively, in print, in person and via the internet. His clients include SBC, HITACHI, HP, LUCENT, SELECTICA and PFIZER. Craig's customer service and communication articles and columns appear regularly in *The San Francisco Chronicle*, *Customer Service Newsletter*, *Transaction World*, *The Customer Communicator*, and *The Toastmaster*.

To read Craig's customer service articles, connect to his website:

ExpressionsOfExcellence.com/articles.html#CustomerService



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