



# Service Essentials™ for Email!

Email communication is now critical to your business!

Instill effective and professional email communication in your organization with Service Essentials™ for Email! Help your staff and managers build positive relationships, increase productivity, and develop loyalty with external and internal customers. This program is ideal for anyone in your organization using email.

Incorporating the DiSC Personal Profile instrument - Service Essentials™ for Email helps professionals learn to communicate effectively via email by understanding their own behavior style and adapting to the style needs of the email receiver.

## Topics Include:

- Identify and adapt to the behavior styles of the receiver
- Use email with care
- Respond promptly
- Be aware of the audience
- Show respect and be courteous
- Format with brevity
- Communicate effectively through clarity
- Always proofread
- Manage email to avoid overwhelm

## What RESULTS can you expect from Service Essentials for Email?

- Increased productivity through a positive work environment.
- Internal email practices improve morale and reduce conflict.
- Customers become loyal because of the way they are treated via email.
- Company image represents the highest of service standards.
- Positive word of mouth about your business increases sales.

## This program can be trained by someone in your organization:

The Service Essentials™ Trainer's Kit includes all tools and information to train the program in-house. The Trainer's Kit includes:

- Facilitator's Guide – including a step-by-step script for the novice trainer, check list, and trainer's tips to ensure a successful learning experience.
- Presentation, Participant Manual, & Essential Practices Card.

## Why use Service Essentials for Email?

### Energizing:

- Participant interaction and real world experiences are built into the learning process. Service Essentials for Email is an enjoyable experience resulting in a renewed focus on effective and professional email communication.

### Cost Effective

- Train-the-trainer option for delivery.
- Licensing agreement materials for large groups.

### Easy to schedule training

- One-day training program.

### Customizable:

- Practice activities may be customized to demonstrate email communication issues directly related to your business.

### Behavior Based:

- Individual assessment and action plans included for improvement in every essential email practice.

### Reinforcement:

- Essential Practices Card – a summary card of critical skills to be kept handy by each employee in the work place.
- Personal development plans may be built into your performance management system.

*For more information please contact:*

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Incorporating  
DiSC® Dimensions of Behavior

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