

PHILIP VASSALLO, ED.D.

WRITING MANAGEMENT, DESIGN, INSTRUCTION, AND ASSESSMENT

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Customer Service Writing

- Audience** Customer-service correspondents responsible for initiating promotional letters and responding to customer queries
- Duration** Two days
- Description** During this fast-paced, customized course, participants learn to respond in writing to customer letters in diverse situations using a proven method of addressing the customer's needs without abandoning the company's position.
- Scope**
- Use a *consultative* approach to build relationships and address clients' needs
 - Learn a unique system for "speaking" to the client through your writing
 - Draft correspondence using a unique formula for client-focused messages
 - Balance writing with *content* and *context* language
 - Create clear, concise, courteous messages
- Format** This course can be delivered in a paper or computer-assisted format.
- Materials**
- *Customer Service Writing* course manual
 - *The Art of E-mail Writing* by Philip Vassallo
- Enrollment** Limited to 12 participants
- Consultant** Philip Vassallo, Ed.D.
- Assessment** Pre-course customized *4S Writing* assessments of participant-submitted samples (add one-half consulting day)