

You'll be in good company

Clients have included:

Alliance & Leicester	DLA Piper	NHS
Alliance Pharmaceutical	Dow Jones	Pinsent Masons
Atkins	EDF	Rackspace
Aveda	Friends Provident	Redrow
Avenance	Group 4 Securicor	Sodexo
Balfour Beatty	Halcrow	Spicers
BAM Nuttall	Hamelin Paperbrands	Sun Microsystems
Baxters Foods	Hillingdon Homes	Tullis Russell Papermakers
Birse	Hiscox	Univar
British Market Research Bureau	Interserve	Vertu
BT	Jetix	VINCI Construction
Carillion	Lex Vehicle Leasing	Wall Street Journal
Carlisle Group	Littlewoods	
Connect Plus	Newcastle College	

Just wanted to thank you for the huge contribution you made to our winning bid.

Adam Andrews, Connect Plus Bid Manager, M25 DBFO

Recently we've tried to source report writing training for senior managers but the level and proposed content of most commercial providers just didn't meet what we're looking for. Your Nottingham session on the other hand covered 90% of the concerns the PCT has identified that make it difficult for people to penetrate our documents, particularly board reports.

Charlie Keeney, Assistant Chief Executive, Nottinghamshire County PCT

Thanks for the valuable contribution you have made to complaint handling at the Cheshire. Your two workshops showed us the way, stimulated discussion and enabled us to design a letter writing style that allows us to 'engage' the customer. The greatest single success has been the ability to knit empathy into letters and to get the message over to customers that we careand sincerely want to help them resolve the problem.

Roger Salt, Member Relations Team, Cheshire Building Society

We have noticed a considerable improvement in the quality of presentations, effective e-mails and clarity of communications since we have used John's methods. John's events also have the highest demand for attendance as word of mouth about their usefulness and applicability spreads.

I commend "Making Words Work" and "Effective Slide Presentation" workshops to you.

Ken Claridge, Head of Organisational Development & Learning, BT Wholesale Markets

Many more client comments at www.drewrys.com/testimonials



Call us now on **020 8650 4515**
for a no-obligation discussion

Drewry's Intensive Learning, City Point, 15th Floor, 1 Ropemaker Street, London EC2Y 9HT

www.drewrys.com

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DREWRY'S *Intensive Learning*

4-hour, fast-track crash courses in effective business communication to instantly and significantly upskill anybody, whatever their current aptitude



4-hour, intensive workshops on *your* premises, 9am–1pm or 1pm–5pm, using *your* documents as working examples.

Each costs £1499+VAT, irrespective of the number of delegates (*but £300 per delegate if fewer than 5 delegates*).

We cover the UK, and don't charge for travel, course materials, overnights or any expenses.

Making Words Work™

Enabling anyone at any level to write successfully and get their wicked way!

Turning Complaints Into Cash

Shout *hurrah!* when you get a written complaint - the customer is acknowledging there's still a relationship

Effective Slide Presentation

Getting the structure and content right guarantees success, irrespective of your skills as a presenter

Winning Bids & Proposals

How to unlevel the playing field and get *your* document into pole position at the expense of the competition

Not possible in less than a day, you think? Try it and find out, as thousands already have. There's very little to lose, because if you're not delighted, there's no charge. In fact, *we'll* pay *you* £1499 for wasting your time.

Call us now on **020 8650 4515** to discuss further



Making Words Work™

Enabling anyone at any level to write successfully and get their wicked way!

4-hour, fast-track crash course, £1499 +VAT, irrespective of number of delegates (*but £300 per delegate if fewer than 5 delegates*)

We can cover a range of business documents, or focus on particular area(s) of your choice from the following:

- Direct mail & catalogues
- Sales letters & customer correspondence
- Sales brochures & marketing collateral
- Reports & internal communications
- Press releases
- Emails and website text

The course will be bespoke to **your** documents, **your** business environment, and will take delegates step-by-step through the following:

1. Understanding how censorious readers are. Breaking through the censorship and getting **your** document read
2. Transacting with your reader. **All** documents are transactional opportunities
3. Talking in your reader's language. Why will they commit to **your** jargon, **your** acronyms, **your** technical terms?
4. Writing for the scanner. Don't assume you've even **got** any real readers
5. Ensuring good headlines. Readers often judge whether to read or reject a whole page on what the headline says (or doesn't say)
6. Grading the potency of your text. Enables you to expose and communicate your key messages with no effort on the reader's part

7. Turning low potency into high potency. Some simple tricks of transformation
8. Understanding the absolute need for an **action call**, and its ability to increase **readership** of your document
9. Shortening the sentences. Don't lose your readers just as you've got them to the body copy
10. Fighting democracy. Sameness, equal emphasis and excessive neatness are the enemies of effective written communication

By the end of the course, delegates should have learned how to:

Convey the essential messages in a document to the reader without any effort on the reader's part

Motivate the reader to respond and take action in accordance with the writer's wishes

'Speak' in the reader's language rather than the writer's

Structure a document with a hierarchy which is in the interests of the reader rather than the writer

Analyse previously written documents and be able to restructure them to expose key messages, eliminate waffle and ensure reader-friendliness

Exploit a toolbox of 'tricks' to help guarantee **their** document gets read at the expense of others

Edit all body text to ensure every sentence is easy to read



Turning Complaints Into Cash

Shout **hurrah!** when you get a written complaint - the customer is acknowledging there's still a relationship

4-hour, fast-track crash course, £1499 +VAT, irrespective of number of delegates (*but £300 per delegate if fewer than 5 delegates*)

Most complaints are handled on the back foot, as a damage limitation exercise. The course upturns this perception with a positive approach. Every complaint is an **opportunity** to **strengthen** the relationship, keep the customer, and do more business with them.

Complaints are therefore greeted with optimism, and as a **marketing and PR opportunity**.

The greatest irony of all is that the customer does all the hard work for us.

Delegates work on a 4-part structure for dealing with complaints, as follows:

1. Playing back the customer's complaint in the same order, detail and, where corporately possible, the same style as the customer's. The objective here is to avoid putting our own spin or interpretation on the complaint. Instead, we show respect and empathy for the customer's position. This play-back approach:
 - a) tells the customer we've read their letter
 - b) tells the customer we've articulated and understood their complaint
 - c) tells **us** we've covered all the issues
 - d) gets the customer on our side by making it obvious this is a bespoke response, not a stock reply
 - e) earths much of the anger
2. Telling the customer they're right. This enhances their status. Examining how to tell them they're right even when ostensibly they're wrong. Examining the very pragmatic ways we can do this without legal implication. The purpose of this section is to enhance the customer's status from complainant to somebody rightfully raising important issues.
3. Listing our response to the complaint as actions, in the same order as 1. above (i.e. the **customer's** order). Many times this can turn our response, visually and psychologically, into a block of offers and benefits.
4. Telling the customer they're **valuable** – this may be our first and only opportunity to do so. Thanking them for giving us the opportunity to address issues which are important to them and therefore to us.

We use existing complaints in the client's portfolio, and work on each section of the programme above. By the end of the course, we have formulated complete responses. We compare them with the old responses.

1. An **effective** slide presentation successfully establishes a **transactional** relationship between the presenter and the audience.
2. Common perception suggests that on average 10-15% of slide presentations are absorbed by the audience. This is a perverse way of saying 85-90% of preparation and presentation time is wasted.
3. Death by PowerPoint is a major factor. Using technology to 'give good slide' obscures the proper intention – to give good message.
4. Assuming a low level of interest in the first place is a safe wicket. The workshop introduces tools and techniques which alert the audience to something interesting – **from the very beginning**.
5. The workshop exploits the importance of treating the 3 interrelated elements of slide presentation as equally important, i.e.
 - The screen
 - The speaker
 - The handout
 Unique tools and techniques show how to build each element and then link them in a powerful cohesion.



Winning Bids & Proposals

How to unlevel the playing field and get **your** document into pole position at the expense of the competition

4-hour, fast-track crash course, £1499 +VAT, irrespective of number of delegates (*but £300 per delegate if fewer than 5 delegates*)

12 reasons why bids fail – a useful checklist!

1. The response doesn't identify and address the key factors on which the decision will be based
2. The bid answers all the questions but gives them equal weight
3. Slavish obedience to all the rules of the tender process and sequence of questions buries your main selling points
4. There's too much in there about you, and not enough about what you will do for the client
5. A lot of it is cut and pasted, and you can see the joins
6. Because the information is drawn together from several sources, there are often contradictions and inconsistencies
7. It's exhaustive – and, as a result, exhausting to read
8. Because you're close to your business, you assume a similar understanding of your business on the part of the client
9. There's too much jargon, too many technical terms and internal labels that don't always make for clarity
10. Mistakes in English grammar, spelling, syntax and style get noticed and undermine your credibility
11. Designing too early, so formats are slavishly followed instead of using the valuable time to freely edit plain-text manuscripts
12. Spending valuable brainstorm time inventing 'key win themes' instead of ruthlessly asking "can we answer the questions?"

By the end of the course, delegates should have learned how to:

1. **Brainstorm** the crux of each answer at the very beginning of the tender response process
2. **Convey** the essential messages in a document to the reader without any effort on the reader's part
3. **'Speak'** in the reader's language rather than the writer's
4. **Structure** a document with a hierarchy which is in the interests of the reader rather than the writer
5. **Analyse** previously written documents and be able to restructure them to expose key messages, eliminate waffle and ensure reader-friendliness
6. **Exploit** a toolbox of 'tricks' to help guarantee their document gets more attention at the expense of others
7. **Edit** all body text to ensure every sentence is easy to read
8. **Ensure** every question is robustly answered, with exposure of the tricky ones, creating a no-place-to-hide response environment
9. **Construct** an excellent Executive/Management Summary every time



Effective Slide Presentation

Getting the structure and content right guarantees success, irrespective of your skills as a presenter

4-hour, fast-track crash course, £1499 +VAT, irrespective of number of delegates (*but £300 per delegate if fewer than 5 delegates*)

6. Sifting MESSAGE from DETAIL will **automatically** produce a more effective slide show. The workshop shows delegates how to focus and lead on MESSAGE, using detail as the EVIDENCE.
7. The importance of the HANDOUT is examined and exploited. Creating it as an item of perceived value (i.e. not simply photocopies of the slides) adds equity to the presentation.
8. At the end of the course, delegates will **know they can always** produce and present a slide show which:
 - Holds attention throughout
 - Achieves its objectives