



## EXCELLENCE IN EMAIL™

### Gaining Mastery Over Your Mailbox

Surveys show that people in corporations receive an average of 175 messages per day. Topping the list is email, surpassing voice mail, faxes and telephone messages as the most frequent type of message received.

While email is the most rapidly used communication tool for business use, its remote nature – which eliminates tone of voice and body language – presents a huge potential for misunderstanding and misinterpretation. In fact, electronic communication has infiltrated business with such lightning speed that users often find the impact of their messages lost in cyberspace.

Excellence in Email is a half-day interactive workshop designed to help participants gain mastery over their electronic mail box in the work environment. After completing this course, participants will be more effective at:

- Communicating their messages via email with style and impact
- Improving their overall efficiency at responding to and managing the messages they receive
- Avoiding costly email mistakes
- Creating online rapport
- The following is a detailed description of each module:

#### PROGRAM DETAILS

##### Module I: Making the Most of the Medium

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This first module provides an overview of email and explores how it can be an invaluable tool for receiving and disseminating information quickly and easily in today's rapid paced and global business environment. The participants will examine:

- Best and worst uses of the medium
- When not to communicate via email
- How to use email to its best advantage

## Module 2: **Brushing Up Your Email Etiquette**

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In this module participants will learn the basic code of conduct for using email at work and the core do's and don'ts for composing, posting and responding to email messages.

Areas covered include:

- The ten most common email mistakes and how to avoid them
- How to respond when you have to say “No”
- Ways to create a personal email style that has a positive impact on outgoing messages.
- Basic grammar

## Module 3: **The Ins and Outs of Email Ethics**

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Few areas in recent history have challenged the legal system as much as online communication. Areas covered include:

- Privacy issues
- Intellectual property
- Copyright

As more and more people use email in place of traditional forms of business communication, established standards, guidelines and etiquette are required to insure that clear communication is the rule in cyberspace.

## Module 4: **T Time Management for Your Mailbox**

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Upon completion of this module, the participants will be able to better organize their incoming messages and send outgoing messages that hit the mark. Areas covered include:

- Separating the significant few from the trivial many
- Writing emails that produce the desired action
- Composing emails that save time for others

## Module 5: **Creating On-line Rapport**

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Research shows that 55% of what we learn comes from body language, 38% comes from the tone of the voice and only 7% is derived from the words. Email, however, is like flying blind unless you take steps to insure that you are creating electronic rapport with the person to whom you are sending your message. In this module, the participants will learn primary tools for creating electronic rapport and dealing with upset customers, they include:

- Mirroring your customer's style
- Creating rapport with sensory language
- Backtracking key words

## Module 6: The G.R.E.A.T. Method

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This module teaches the participants how to write emails that generate action and impact. By learning the G.R.E.A.T. method for all email communication, the participants will incorporate the five key areas for composing email messages that present a professional image.

This program can be delivered in the following formats:

**Half-day, keynote speech, or Webinar.**

### Methods

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The methods used during this course include:

- Facilitation style imparting of information
- Individual and group role playing exercises
- Written exercises
- Course workbook for on-the-job practice

### Biographies

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Karen Leland and Keith Bailey are the founders of Sterling Consulting Group, Inc. and the bestselling authors of six books that have sold over 300,000 copies worldwide. Their most recent book is *Time Management In An Instant: 60 Ways to Make the Most of Your Day*.

Over the past twenty-five years they have worked throughout the United States, Europe, Asia and South America with a diverse list of Fortune 500 companies in such industries as Banking, Transportation, Retail and Telecommunications. Among others their clients include: Arco, Bank of America, Avis Rental Car, Johnson & Johnson, Oracle, Microsoft, Apple, Sprint and Xerox.

They are sought after speakers who provide both motivation and practical hands on information in their presentations. They have spoken for such groups as Young Presidents Organization, The Society of Association Executives, The Society of Consumer Affairs and the Direct Marketing Association among others.

Because of their extensive experience and expertise they have been featured in dozens of magazines and newspapers including: The New York Times, Newsweek and Time. They also have extensive on-air experience and have been interviewed by The Today Show, CNN, Good Morning America, Fox News and The Oprah Winfrey Show.

Kaylyn Lehmann is a senior associate with Sterling Consulting Group and has consulted with companies on a wide variety of topics including: Managing Change, Conflict Resolution, Sales, and Train the Trainer.

After attending the University of North Texas and majoring in Applied Arts & Sciences, her career began at Outback Steakhouse as a training coordinator. Over the next eight years, she oversaw the opening of 29 restaurants and the training of over 5,000 employees.

Kaylyn specializes in employee retention and customer loyalty. She held the title of Vice-President of Guests for Not Your Average Joe's; a Boston based Restaurant Company, when they won the prestigious "Hot Concept" award from the National Restaurant Association.

As a consultant and trainer, she has worked with executives, managers, and front-line staff from AT&T, United Airlines, IBM, Johnson & Johnson's OrthoBiotech, Dupont and the Federal Aviation Administration among others.

For more information on the Time Literacy In A Wired World workshop, keynote or Webinar, please contact Karen Leland or Keith Bailey at Sterling Consulting Group (415-331-5200), [info@scgtraining.com](mailto:info@scgtraining.com) or [www.scgtraining.com](http://www.scgtraining.com)

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