

EXAMPLES FOR THE TRAINER

Please show me the email to our client we talked to yesterday, says a friend to a friend in the analysis team. Her reaction was quite specific. She openly tells her friend that before she sends that e-mail to the client, she must correct it.

She points out a number of errors:

- No courtesy formula
- No punctuation
- Misspellings
- No response to customer questions

As a colleague, she pays attention quite gently, but also firmly, because she is aware that the communication of one person from the team shows the level of the whole team's work.

