

Memo

Date: April 10, 2009
To: Fritz Geschwend, Vice President of Sales and Marketing
From: Josh Lindauer
Subject: Request for Writing Workshop Pilot Project

Based on my recent research, I would like to present you with a proposal to increase productivity and to recapture lost revenue.

I have recently noticed the poor quality of written correspondence by our salespeople. In this time of economic crisis it is imperative that we maintain our customer base and build where we can. I feel that a writing workshop would benefit each employee's quality of writing, allowing us to reduce errors and improve our image. I would therefore like to send my 12 salespeople to a writing workshop. This could be the start of a pilot project that other district managers and their salespeople could benefit from as well.

Last week, in a meeting of the local Sales and Marketing Executives, I met Stella Wilson of Write Right. She specializes in coaching salespeople on writing skills. She critiqued some writing samples done by our salespeople and offered valuable suggestions on how to improve their writing.

Ms. Wilson and I agreed that a 2-day workshop would improve our salespeople's writing. The 2-day workshop includes a pre-training evaluation to determine the correct starting point for the training, two full days of instruction by Stella Wilson for my 12 salespeople, a post-training evaluation and a 90-day coaching follow-up by telephone and email. The pre-and post-training evaluations will help us to determine the effectiveness of the initial training as well as provide baselines for further evaluations. This data will provide the necessary information to evaluate the necessity of a companywide training program.

I am requesting your approval for this project since this money is not in my current budget. The cost for Write Right's class is broken down below:

Actual cost of 12 person workshop	\$ 4,000.00
Retainer fee for 90-day follow-up coaching	2,000.00
Travel and hotel cost for 12 salespeople	6,000.00
Total project cost	\$12,000.00

Without the class we will continue to lose sales and revenue in the form of:

- Wasted time
- Wasted effort
- Lost goodwill between salespeople and customers

I know that you will see the value this project will add to our salespeople and our company. I would like to move forward with this project as soon as we can. I would be happy to present additional information, show you brochures from Write Right and answer any questions you may have.