

TO: Mr. Fritz Geschwend, Vice President of Sales and Marketing

FROM: ~~Kalyn Fox~~, Region 1 Sales Manager KF

DATE: April 23, 2009

SUBJECT: Writing Training for Region 1 Salespeople

The salespeople throughout Region 1 have enthusiastically taken on more responsibilities as they work at their home offices. Since all of the administrative assistants have been moved to Chicago, the salespeople have to communicate with their customers on their own. As I receive copies of memos, letters, and emails that my employees have sent to their customers, I have noticed many mistakes in wording, grammar, and punctuation. After speaking with other regional managers across the nation, they have the same concern. The image that Colonel Inc. prides itself on is professionalism and excellence, and our sales people will have the most impact in this area.

The best way to handle this situation is to give our employees training on their writing skills. Ms. Stella Wilson, a communication consultant specializing in training salespeople on writing skills, gave a remarkable presentation on how poor writing can negatively impact companies. She owns a company called Write Right that offers writing classes and individual assistance. After meeting with Ms. Wilson and receiving suggestions about my employees' writing, it seems very beneficial for Colonel Inc. to acquire her assistance. The program consists of the following stages:

- Pre-training Evaluation
- Two-day Workshop
- Individual Coaching
- Post-training Evaluation

Companies that have used her program showed a 90 percent improvement in their salespeople's writing including zero errors. By improved writing skills, these companies gained more satisfied customers, increased profits of 30 percent, and achieved a high status reputation. Unlike other training programs, this workshop only takes two days, and then the employees are assisted from Ms. Wilson, as needed, while they work. The total cost to conduct this program is \$6,000. An estimated \$6,000 will also be spent for the employees travel, hotel, meeting room, and meals for the program. Although this process is expensive, the benefits are tremendous. Ms. Wilson gave me brochures explaining Write Right's features and benefits, which you can find attached to this memo. Allowing Region 1 to begin this program will help Colonel Inc. predict the results it will have on the rest of the regions and the company as a whole.

Mr. Geschwend, please provide this opportunity for the Region 1 salespeople to improve their writing skills. By making this decision, you will see the gains surpass the costs and will want to implement Ms. Wilson's program throughout the rest of Colonel Inc. Thank you for exceeding our reputation as the most professional and excellent logistics company in the nation. If you have any questions regarding this program, please call me at (270) 566-4321.

Attachments: Write Right brochures