
MEMORANDUM

TO: FRITZ GESCHWEND, VICE PRESIDENT OF SALES AND MARKETING
FROM: CLAIRE ARRITOLA, REGIONAL SALES MANAGER
SUBJECT: PROPOSAL FOR COMMUNICATION TRAINING
DATE: 4/21/2009

I would like to propose the hiring of a communications consultant to improve the writing quality, consistency, and style of all sales personnel. It has come to my attention that these areas need improvement, as the current quality of writing seriously jeopardizes our image as a reliable and competent logistics company. Through the use of this service, I believe that our sales personnel not only will become strong writers, but strong communicators as well. I would like to suggest that we invest in the services of Stella Wilson, a top communication consultant.

Communication Consultant Services

Stella Wilson is a communication consultant who specializes in coaching salespeople on writing skills. She spoke recently at a local chapter of Sales and Marketing Executives. I was impressed by her very convincing presentation in which she outlined the loss in profits, morale, and efficiency caused by the poor writing quality of employees. Her company, "Write Right," offers consulting services. I arranged a meeting with Ms. Wilson during which I shared some writing samples with her from our sales personnel. She made specific suggestions regarding improvements that individual employees can make to increase the quality of their writing. Her references are very strong. Please see her company's brochure enclosed.

Training Process

Her program calls for a 2-day workshop as well as individual training via e-mail and telephone calls. The expenses are divided into several areas given that 12 employees participate. There is an initial charge of \$4000, which includes pre- and post-training evaluation. A charge of \$2,000 is due for a 90-day retainer for follow-up personal training. Other incidental costs include about \$6000 worth of travel, hotel, and meals. The immediate costs of this program should not cloud the certainty of the future benefits. There is extensive evidence that emphasizes the benefits and importance of great writing skills.

Evidence of the Importance of Writing

In an article featured in the "Harvard Business Review," Regina Fazio Maruca discusses the importance of basic writing skills in improving productivity among workers. She states that "we would do well to remind ourselves that getting the job right the first time is not only cheaper, but always better business." In a similar article entitled "Profits in Prose," author Langley Carleton Keyes explains that: "the biggest untapped source of net profits for American business lies in the sprawling, edgeless area of written communication where waste cries out for management action." He implores that good writing is not inherent or intuitive; instead, it is a learned skill. He calls all management to shoulder the burden and accept the responsibility of teaching these skills to their employees, both for the benefit of the company and the individual.

Summary

Investing in teaching employees good writing and communication skills can create a great return for the company. The ramifications of choosing not to invest in this training can result in lost profits, lowered efficiency, a damaged public image, lower company morale, and potential lawsuits. In closing, I truly believe that this program can be an opportunity to augment our profits and ensure our continued success. I would appreciate your consideration.