

## **Basic Grammar and Effective e-mail training, plays to rave reviews:**

Recently, the president of a large Guilford County printing company requested that he be copied on all e-mails during the development of a special project with one of the company's larger clients. The president said he was taken back by the lack of proper grammar, punctuation, and sentence structure in the e-mails his clients were receiving and decided to call GTCC's Center for Business & Industry (CBI).

After discussions with the company's management, the training consultants at CBI recommended 12 hours of on-site training for their customer service personnel, delivered in three, four hour sessions. The first four hour session reviewed basic grammar, covering nouns, verbs, adjectives, sentence structure, phrases and clauses, and capitalization and punctuation. The next two, sessions applied the grammar to composing effective e-mails.

Following training, the Vice President was highly complementary of the quality of the training materials and the ability of the instructor to engage the trainees. He immediately requested further training for all company personnel.