



INTRODUCTION

This seminar helps you to communicate with customers more effectively to benefit your company, the customers and you. You will learn to refine your business speaking and writing style to capture your customers. It focuses on *what you need to do* to give your customers a sense of warmth and friendliness and want to come back to you.

COURSE OUTLINE

Business Grammar

1. Noun and verb agreement e.g. *News is* or *news are*?
2. Tenses to convey correct time frame e.g. *I wrote the report yesterday* or *I had written the report yesterday*.
3. Modals and moods to convey the right meaning: *Can I see you?* vs *May I see you?*
4. Adjective or adverb e.g. *good* or *well*
5. Making comparisons - e.g., *less* or *fewer* sales
6. Correlative links - *either ... or*, *neither...nor*, *not only...but also*
7. Pronouns e.g. Do you mind *me/I/ my* calling you?
8. One word or two – e.g. Are you *already* or *all ready* for the meeting?

Elements of Effective Speaking

1. Learn the techniques of speaking well – tone, pace, volume, pitch and clarity
 - Practise pronunciation of common business expressions with correct stress and intonation
 - Use IPA symbols and sounds as a speaking tool
 - Avoid commonly mispronounced words
2. Use powerful words to identify customers' needs to avoid disappointment
 - Acknowledge a customer's needs by rephrasing his or her words
 - Respond to the body language of your customers
 - Show empathy

Elements of Effective Writing

1. Avoid common weakness in writing
 - Complicated structure
 - Misplaced or dangling modifiers
 - Passive expressions
 - Negative tone
2. Use the correct vocabulary
 - Alternatives for overused words and phrases
 - Concrete words
 - Non-technical words instead of jargons

Business English for Workplace Communication

By Ms Wong Mei Lin



METHODOLOGY

Workshop activities:

- Co-operative group discussion and presentation
- Pair work
- Facilitator's lecture and feedback to participants

FOR WHOM

This workshop is for those who wish to improve their speaking and writing skills.

ABOUT THE TRAINER – MS Wong Mei Lin

Ms Wong Mei Lin has been both an educator and administrator with more than 30 years of experience with the Ministry of Education, Singapore. She holds a BA from NUS and an MA from the George Washington University, USA.

Mei Lin was Assistant Director of Training and Development at MOE HQ, Deputy Director of the Language Proficiency Centre and Vice Principal of a secondary school during her stint with the Ministry of Education.

She was later appointed Assistant Director of SEAMEO RELC where she worked with Ministry of Education organizations in the SEAMEO countries before she took on the role of Educational Consultant in a large publishing house in Singapore where she spearheaded co-publishing of English Language material with Vietnam and Taiwan.

Mei Lin has many years of experience teaching English. In Singapore, she taught English in government secondary schools, the Civil Service Institute, the Language Proficiency Centre, the Institute of Banking and Finance and NTUC Learning Hub. Some of her participants came from hotels, food and beverage outlets, education and training sector, retail outlets, environmental cleaning sector, migrant workers centre and financial sector. She also taught in Brunei Darussalam, Vietnam, Indonesia, the Philippines, Thailand, Chengdu, Wuhan and Shenyang in China.

With her wealth of experience and knowledge, Mei Lin brings relevance to her business writing programs that she conducts. She is able to inspire her participants to excel in writing.

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Date: [] 22/06/2018 [] 17/08/2018
[] 19/10/2018 [] 14/12/2018

Venue: TBA, 9am – 5pm

Fee: [] S\$650 (before GST) for D&B Subscriber [] S\$760 (before GST) for Non-subscriber
(Includes materials, refreshments and lunch)

Email completed forms to adrian.chai@dnb.com.sg or Fax to 6226 0178

Participant(s) Information

Name 1: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 2: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 3: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Company's Information

Name of Company: _____
Address: _____ **(Postal Code)** _____
Telephone: _____ **Fax:** _____
Liaison Officer: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Payment Information

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Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received.
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 14 working days before commencement is entitled to full refund of seminar charges (only applicable to cheque or credit card payment). No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. For D&B subscribers opting to pay through D&B subscription units, deductions would be made upon receipt of completed registration form. In the event of any postponement/cancellation of seminar by D&B; or withdrawal from seminar by participant(s), units deducted would not be credited. However, a replacement of seminar (of same value) would be given and to be utilized within 6 months.
4. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made cheque/credit payment towards the event and such registrants shall have no claims against the company.
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