

To: Fritz Geschwend
From: Jerry Tejada
Date: September 16, 2019
Subject: Request of Approval and Funding for Employee Training

Due to an alarming deficiency in our employee's writing skills, I am requesting approval and funding to launch an employee training workshop. The training would cost around \$1000 per employee, including travel expenses. Although we are in times of tight budget constraints, Stella Wilson is a very effective instructor, and without this training I fear that our company will suffer significant consequences.

Why Poor Writing is a Serious Issue

The internal memos and letters *to customers* written by our sales employees are littered with awkward wording, grammar and punctuation errors, and just an overall lack of clarity. And our e-mails are even worse. I am concerned of the negative effect this is having on our company's image, which could lead to lost clients and revenue.

Cost Breakdown

My region currently consists of 12 employees, making the estimated total cost \$12,000. Here is the breakdown:

- 2-day workshop = **\$333 per person**, \$4,000 for 12 people
- Follow-up session 90 days later = **\$167 per person**, \$2,000 for 12 people.
- (Estimated) Travel, hotel, meeting room, and meal expenses = **\$500 per person**, \$6,000 for 12 people.

Why This Service Will Work

Stella Wilson specializes in coaching salespeople on writing skills. At the Sales and Marketing Executives chapter meeting, she made a strong case on how organizations pay a price in wasted time, wasted efforts, and lost goodwill when writing isn't up to par. And upon meeting her and giving her some of our own writing samples, I was impressed with her critiques and thoughts on how the writing could be improved. Her company, Write Right, offers classes and individual coaching. Her process calls for a 2-day workshop followed by individual coaching by phone and e-mail. Her references and clients gave her rave reviews for this program.

* * *

I assume that other regional VPs are sharing similar concerns regarding this issue. I think that this first workshop could serve as a pilot project that will pave the way for other regions to follow. I sincerely hope that Stella's proven track record, as well as my own positive review of her work, is enough to get this project up and running.