



Notes

Practical-7

Send an e- mail to a customer about new services/offers launched by your company.

Objective

After completion of this practical you will be able to identify communication approach through mail.

Pre-requisite:

- You should be able to use Computer/Laptop provided by company.
- You should have knowledge of Email and Internet.
- You should have knowledge of customer language (regional language/English).

Procedure:

- Make sure your computer is “On” and Internet service is enabled there.
- Open your e-mail account provided by company.
- Compose an e-mail and write mailing address of customer in “To” .
- Write valid subject line that is related to services/offers.
- Relevant greeting lines should be in cover letter (i.e. Dear Sir/Dear madam/ Dear “customer name).
- Write subject line and tell about company services and offers in cover letter.
- Attach appropriate pamphlet by clicking on attach button and browsing the file to be attached.
- Send e-mail by clicking “send/sent” button.

Do’s and Don’ts

- Use appropriate subject line that could clearly define services/offers.
- Don’t make false commitments.



Notes

Learner's Observations

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Instructor's signature