

• B E T T E R •
COMMUNICATIONS

Why Choose Us?

Please consider these criteria when evaluating writing vendors

Your company may be evaluating several writing vendors. Ensure that you find the best solution: use this checklist to compare Better Communications® to other vendors.

Do the vendors...	Better Communications	Other Vendors
1. offer more than generic business writing skills such as managerial, sales, leadership, technical, problem-solving, strategic, or e-mail writing training?	Yes	
2. stress customer-focused reader analysis ?	Yes	
3. teach a process that is easy to remember and apply ?	Yes	
4. show measurable long-term writing skill improvement by a large percentage of users?	Yes	
5. emphasize writing strategy ?	Yes	
6. offer individual skill diagnosis and learning plans ?	Yes	
7. reduce graduates' writing time ?	Yes	
8. deliver quality training at a fair price ?	Yes	
9. link writing skills training to organizational goals ?	Yes	
10. offer top-notch training materials ?	Yes	
11. practice what they preach in their own documents?	Yes	
12. tailor the training to a variety of groups' needs?	Yes	
13. offer demonstrated experience working with senior influencers to build consensus, vision, commitment, and coordination?	Yes	
14. have extensive experience working with a wide range of employees —from highly skilled writers needing help with strategy to those with basic writing needs?	Yes	
15. establish a positive learning environment ?	Yes	
16. produce visible results in learners' documents?	Yes	
17. offer document models for inspiration?	Yes	
18. provide top-notch document rewrites ?	Yes	
19. make the learning experience painless and enjoyable ?	Yes	
20. feature a team of highly qualified instructors ?	Yes	
21. deliver workshops in multiple formats ?	Yes	
22. support customers with a full-time staff ?	Yes	
23. possess a proven track record of more than 25 years with Fortune 1000 companies?	Yes	