

## Poslovna komunikacija savršen e-mail

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Komunikacija je interakcija dvoje ili više ljudi sa namerom da se postigne određeni cilj

# Predavač

## Čedomir Vitorović

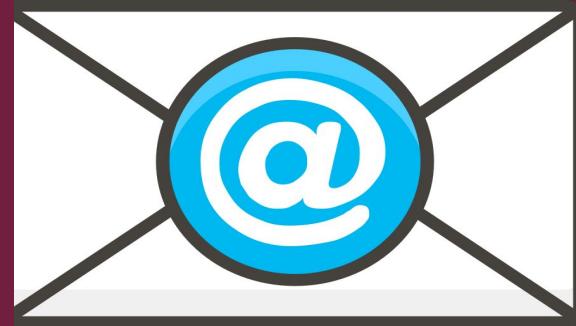
MSc sportski menadžment Johan Cruyff institut Barselona  
Osnivač PELOTON sport biznis akademije,  
Osnivač i Predsednik Skvoš Asocijacija Srbije,  
Osnivač SquashLand kluba



# Savršen e-mail

## Zašto je važno

- 90% poslovne komunikacije obavlja se mailom
- 80% mailova nema adekvatan zahtev
- 70% mailova nema adekvatan odgovor
- 50% mailova nema nikakav odgovor
- Kako da sve ovo promenimo i dobijemo ono što zaista želimo u ovoj komunikaciji?



# 10 Osnovnih principa

# The 10 principles of effective email communication



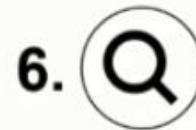
**Naslov (subject)**

**Razmišljaj o primaocu**

**Jasan zahtev**

**Akcija**

**Konciznost**



**Skalabilnost**

**Tačke i crtice**

**Jednostavnost**

**Funkcije (TO, CC, BCC)**

**Odgovor**

# 1. Nasov (subject)

# 1. Naslov (subject)

## Dobri primeri

- Sastanak radne grupe promjenjen je na sutra u 14h
- Pitanje u vezi sutrašnje prezentacije
- Sugestija za sastavljanje ponude

**Nice to meet you** - Hey, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**Customer meeting** - Hey, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**FW: FW: FW: Presentation** - Hey, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**Question** - Hey, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**Re: Re: Re: Topics** - Hey, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

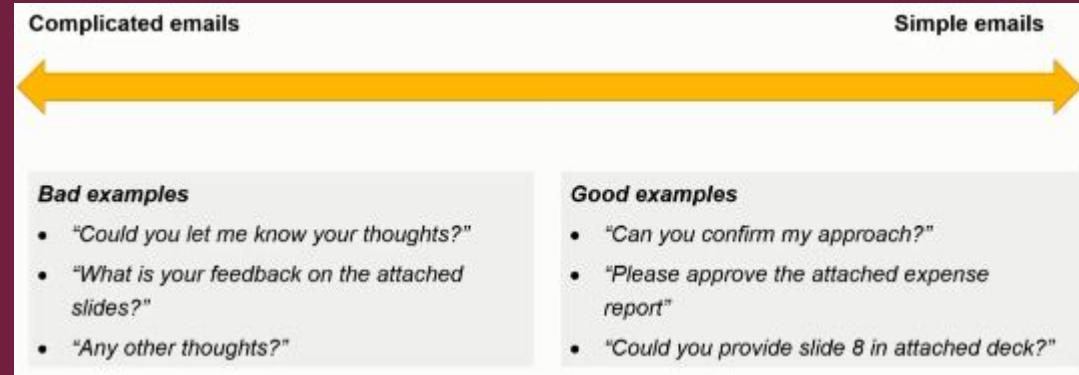
**Hey, hey, hey** - Hey, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

# 2. Razmišljaj o primacu

## 2. Razmišljaj o primaocu

### Primeri

- Vodite računa da ne pogrešite ime i prezime
- Napravite konekciju, spomenite vaše predhodno dobro mišljenje o nekome, ili kompeticije
- Ukoliko je potrebno istražite FB ili LinkedIN stranu osobe sa kojom komunicirate

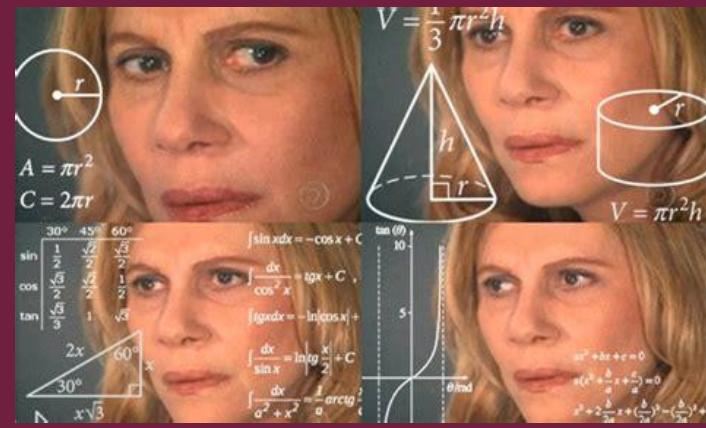


# 3. Jasan zahtev

# 3. Jasen zahtev

## Primeri

- Krećemo sa projektom organizacije KCR u utorak u 12 sati u kancelariji Saveza na Novom Beogradu
- @Veroljube, ispravi font na tvojoj prezentaciji u Arial 12 i pošalji mi je u odgovoru
- Potreban mi je izveštaj Izvršnog odbora do srede 21.5 u 12 sati od tebe



# 4. Akcija

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## Razlozi

- Napišite šta želite precizno i u dve tri rečenice
- Neka Vaš mejl ima jednostavnu i dobru strukturu
- Ukoliko je potrebno, detalje stavite na kraj mejla i uputite čitaoca u njihovu važnosti

Product launch next steps

Hi Jon,

In yesterday's status update meeting, we aligned on the near-term next steps related to the product launch.

Please find below the **aligned next steps** and please prepare to **present your updates in next Wednesday's update meeting**

- Interview 2–3 key customers to identify product concerns – @Steve
- Update website with refined product descriptions – @Alice
- Create detailed product launch plan – @Jon

Best,  
Alice

# 5. Konciznost

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## Taktike

- Razmišljajte uvek o tome da e-mail mora da bude kratak iz praktičnih razloga
- E-mailovi se čitaju na telefonu
- Na kratke e-mail poruke se brže odgovara
- Kvalitetan klijentski servis



Shamih (IZZO) Photography

# 6. Skalabilnost

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## Taktike

- Koristite proped, naslove i sekcije
- Selektujte i podvucite važne delove e-mail-a
- Koristite standardne fontove

Hi John,

I know we haven't met, but I believe you work in customer research. I just joined the product development team preparing next week's 2020 customer survey launch to inform our new product roadmap. We have been going back and forth within our team and came up with an initial set of questions. The questions are structured into four categories: demographics, brand perception, product preferences, and suggestions. We are super interested in product preferences since they could tell us if our new potential product will be successful. See attached for the current work-in-progress version. Cynthia said that you have some survey expertise. I think you were involved in some of the previous customer surveys, right? Were there any interesting learnings or things that surprised you? We think it might be helpful to look at prior surveys. Can someone send us the last couple of surveys? Do you have any other information that you could share with us? Oh, do the questions make sense? Can I call you, or do you want to reply over email? Both are fine. Any thoughts or feedback would be great!

Thanks,  
Steven

Hi John,

I know we haven't met, but I believe you work in customer research? I joined the product development team preparing next week's 2020 customer survey launch to inform our new product roadmap. Cynthia said that you have some survey expertise.

Status of our survey:

We have been going back and forth within our team and came up with a good set of questions. The questions are structured into four categories: demographics, brand perception, product preferences, and suggestions. We are super interested in the product preferences since they could tell us if our new potential product will be successful.

Outstanding questions for you

- Were there any interesting learnings from the previous surveys you conducted?
- Could you send us the last couple of surveys?
- Do the questions make sense?
- Do you have any other information that could help us refine our survey?

Next steps

Can I call you, or do you want to reply and share any documents over email? Any thoughts or feedback would be great!

Thanks,  
Steve

# 7. Tačke i crtice

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## Eksterni razlozi

- Koristite tačke i crtice umesto dugih rečenica i odeljaka
- Pokušajte da se ograničite na 3 tačke, maksimalno 5
- Zadržite fokus na važnim stvarima

### Bad example

Hi Steve,

In yesterday's meeting, we aligned on a few next steps. Jamie, you mentioned you would update the business case with the latest pricing forecasts, right? We should also draft the press release for product A and talk to 50+ priority customers to identify product consideration. Jack, you should do both of them.

Best,  
John

### Good example

Hi Steve,

We aligned on the following next steps:

- Update the business case with the latest pricing forecasts – @Jamie
- Draft the press release for product A – @Jack
- Talk to 50+ priority customers to identify product considerations – @Jack

Best,  
John

# 8. Jednostavnost

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## Taktika

- Jednostavan jezik je efikasan
- Koristite aktivne a ne pasivne rečenice
- Izbegavajte nepotrebne reči



# 9. Funkcije (TO, CC, BCC)

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# Koristite ih pravilno

- TO, CC i BCC funkcije i njihovo pravilno korišćenje
  - BCC koristite samo u izuzetnim slučajevima kao pravi profesionalci
  - OUT OF OFFICE podešavanje

## Settings

General Labels Inbox Accounts Filters and Blocked Addresses Forwarding and POP/IMAP Add-ons Chat and Meet

Advanced Offline

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**Vacation responder:**  **Vacation responder off**  
 (sends an automated reply to incoming messages. If a contact sends you several messages, this automated reply will be sent at most once every 4 days)

**Vacation responder on**

**First day:**  **Last day:**

**Subject:**

**Message:**   
 Sans Serif

[« Plain Text](#)

# 10. Odgovor

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## Dobra praksa

- Odgovorite što pre na e-mail koji ste dobili
- Koristite e-mail pošiljaoca kako bi konkretno odgovorili na sva pitanja
- Pažljivo sa odgovorima koji su upućeni svima REPLY ALL funkcija

### Email example

Comments below in orange SJ.

Great work guys! My responses are below in green. Best, Alice

See below for my responses (red).

Justin

Hi All,

I want to inform you about the sales organization issues.

- \* When should we launch our employee survey?

- From our side, we can launch it next Friday. I have a dedicated employee working on the full communication plan.
- Approved, next Friday works, excited to see results

- \* How many employees should receive it?

- I think we should send it to all employees
- Only send it to colleagues that have been with us for at least 3 months. Recent hires will struggle answering the questions.
- Good point, especially since we won't be able to filter the results by tenure

Best, John

Veroljub Zmijanac (peloton.academy), Violeta Vukosavljević (gmail.com), Violeta Vukosavljević (peloton.academy)

HITNO - Dodaj fotografije u moju prezentaciju na označena mesta

Veroljube,

Prošli put si napravio sjajan posao sa dizajnom prezentacije za SSAB.

Kao što znaš, prezentacije su u četvrtak 20.5.2021g sa početkom u 12h (podne).

Molim te da do **utorka** (utorak 18.5.2021) **dodaš fotografije** u moju prezentaciju i pošalješ mi je nazad do 14h.

Fotografije je potrebno dodati na

- Slajd broj 5 sa desne donje strane
- Slajd broj 4 gore levo i
- Slajd broj 8 gore levo |

Radi lakšeg snalaženja mesta su označena **žutim krugom**

@Violeta Vukosavljević je stavljen u cc da bi ispratila prezentaciju u četvrtak

Pozdrav



**Send**

A

