



## Writing in the Porsche Voice

# Agenda

- Purpose/Learning Objectives
- What is the Porsche Voice?
- Quick Comment Exercise
- Writing Exercise, Part 1
- Writing Exercise, Part 2

# Purpose

- The purpose of this session is to expose new Customer Commitment Specialists to the concept of the using the Porsche Voice to write responses to customer letters and emails.

# Learning Objectives

- By the end of this session, you will:
  - Create letters and emails that reflect both your personality as well as reflect the qualities of the Porsche Voice
  - Identify the key components to crafting genuine responses to customers
  - Create letter and email responses within Lotus Notes

# What is the Porsche Voice?

The Porsche Voice is not just one thing, element or style but rather a concept that entails understanding:

- Who we are as a company
- Who our customers are

# The Porsche Principle

<http://www.porsche.com/usa/aboutporsche/principleporsche/>

# Our Customers

<http://www.youtube.com/watch?v=VCCsKq4-A-s&list=TLHgm7D9MA6ndHaYYm6ZGvL0Xqgc-m6guP>

<http://www.youtube.com/watch?v=P3e9p3Uft6s&list=TLHgm7D9MA6ndHaYYm6ZGvL0Xqgc-m6guP>

<http://www.youtube.com/watch?v=s-Ww92Q77q0&list=TLHgm7D9MA6ndHaYYm6ZGvL0Xqgc-m6guP>

<http://www.youtube.com/watch?v=gCrZfR2aaRk&list=TLHgm7D9MA6ndHaYYm6ZGvL0Xqgc-m6guP>

<http://www.youtube.com/watch?v=A6qX04760FY>

# Exercise 1

## Quick Comments

# Quick Comments Exercise

- Each person will receive several Quick Comment Cards
- Each card has a brief statement taken from customer chats, emails, social media, etc.
- Taking turns, each person will read his/her card to another person in the room
- The other person must quickly provide an appropriate response (under 30 seconds)
- The person “reading” the card can determine the tone for the statement (i.e. happy, excited, frustrated, etc.)

# Quick Comments Exercise - Debrief

- Why do you think we had you do this exercise?
- Was it harder or easier than you thought it would be?
- Why?

# **Exercise 2**

## **Writing Exercise, Part 1**

# Writing Exercise, Part 1

- Each person will receive a set of letters and emails from customers
- Email and letter examples taken from real customer contacts
- Working independently, review each letter/email
- Using the worksheet provided:
  - Identify why the customer contacted us
  - What should be included in our response
  - What we can learn from the correspondence that will help us craft a response that matches tone and builds a genuine connection?

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# Writing Exercise, Part 1 - Debrief

- Why do you think we had you do this exercise?
- What challenges do you see with written correspondence from customers?
- Why is it important to identify all of the customers concerns?

# Sample Email/Letter Response

**Comment:**

Hello,

We are inquiring if Porsche would be interested in doing a sponsorship with Nucech Racing. The racing events take place across the USA and each event averages 50,000 spectators. If Porsche is interested please reply with an email we can send our proposal to.

Best Regards,

Jason Nucech  
Nucech Racing  
79 Canary Way Hudson, WI 54016

# Sample Email/Letter Response

Dear Mr. Nucech,

Thank you for sharing this sponsorship opportunity with Porsche.

At this time, we participate in sponsorships on a national level in the automotive arena. Please send the event details, demographics of participants, and sponsorship value to:

Porsche Cars North America – Marketing  
980 Hammond Drive, Suite 100  
Atlanta, GA 30328

We look forward to reviewing your proposal.

Sincerely,

Brian S.

# Exercise 3

## Writing Exercise, Part 2

# Writing Exercise, Part 2

- Using the worksheets from Part 1, craft a written response to the customer
- Set up a case using your customer profile in C@P
- Once case is opened, use the appropriate Correspondence/email template
- Write your response and save your changes to the designated location
- Attach the letter/email response to your C@P case
- Repeat the process for each email
- Send all emails to [brian.stout@vw.com](mailto:brian.stout@vw.com) and [yao.amega@vw.com](mailto:yao.amega@vw.com)
- You will receive feedback on the letter/emails you created to help you improve and develop your style consistent with the Porsche Voice

**Thank you for your attention**