

# So what does plain language look like, Shelly?

Let's let the words speak for themselves.



## Before

Dear customer

As you know over the past 2 years, we have worked hard to maintain our services at the highest possible level and be responsive to the latest industry trends. We have done this to ensure you always see the greatest benefits from our services in your ongoing commitment to quality outcomes.

We are continually looking for areas where we can find cost reductions and pass on the benefit to you. We've negotiated competitive pricing with our suppliers and we're always upskilling our staff and keeping standards high.

However, during this time we have also had a number of cost increases this past year, including:

- Power, rent, insurance and rates increases of 3.0 %
- Significant increases in compliance costs for Audits and H&S

Overall our total costs have risen by more than 12 % in 2 years.

We are continuing to work extremely hard to ensure we are doing our very best to minimise any increases to you, our customers, as we are very aware of how this impacts your business. We absorbed all of our increases for the past 2 years, however this year we must share some of these cost increases with a 5.0% increase across our services.

We apologise that this is very late in being communicated, as we have been working hard to minimise this increase. Because of the late advice, it will commence from 1 April.

We trust that you understand the reasons for this increase and agree that it gives you certainty around your pricing moving forward into 2016.

Kind Regards

Shelly Davies Writing and Training

# After

Hi there

No one likes price increases. But it's time for us to bite the bullet and announce a 5% increase across our services as of 1 April.

## What's increasing

- Our training and writing will increase by 5%
- Expenses will be charged at cost, as always

## What we've done to minimise this increase

- For the last 2 years we've absorbed all our cost increases
- We've negotiated the best possible rates with our suppliers, to keep our expenses

## Why the increase?

- Power, rent, insurance, and rates up 5%
- Significant increases in compliance costs for audits and H&S
- Total overall costs up more than 12% in 2 years

Although this isn't great news for you, we're glad we can let you know now so you can have certainty in your pricing for the coming year.

We appreciate you! Thanks for trusting us to keep your team trained and at the top of their game.

Cheers!

Shelly & the team



**Which of these would  
you rather receive?**