

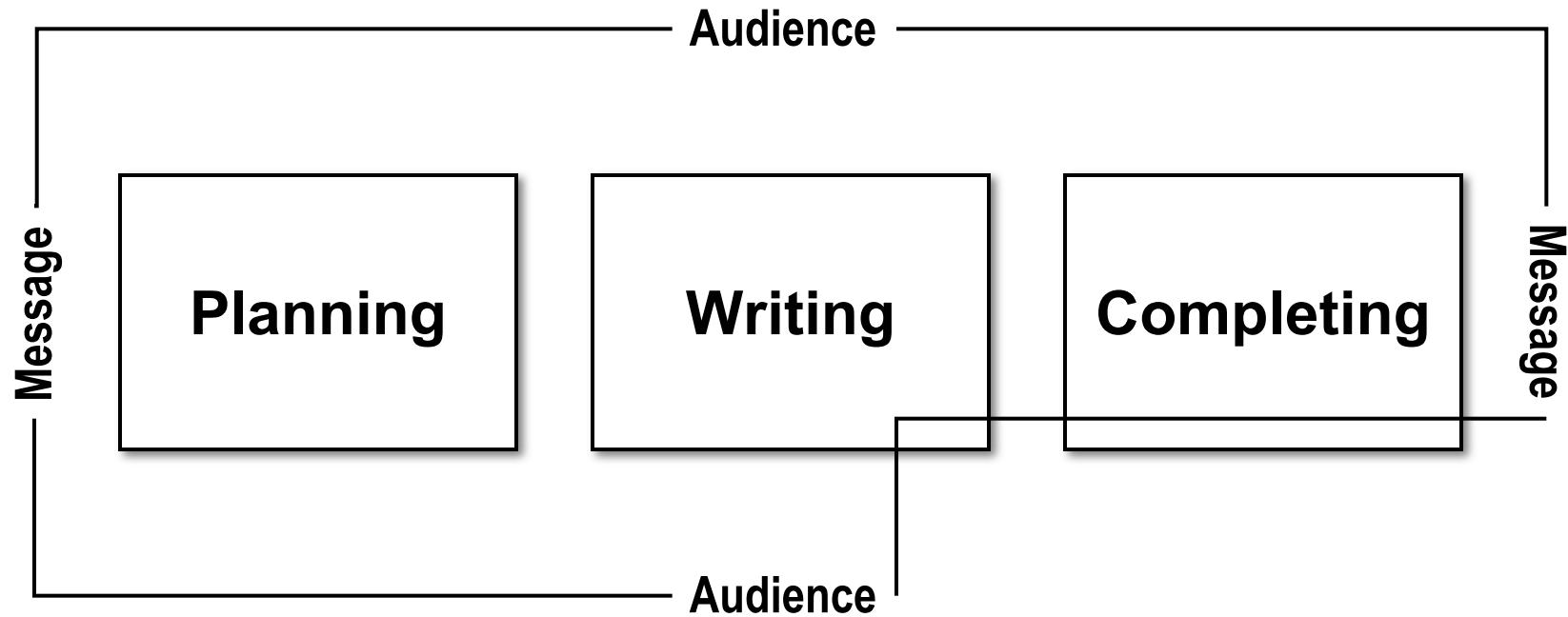
Writing Routine, Good-News, and Goodwill Messages



Let's look at a video!

- **https://www.youtube.com/watch?v=9L_G82HH9Tg**

The Three-Step Process



Types of Routine Requests

Business Orders

**Information
and Action**

**Claims and
Adjustments**

**References and
Recommendations**

How to make a request?

**Make
Your Request**

**Justify
Your Request**

**Conclude
Your Message**



State Your Request

- **Use a courteous tone**
- **Be specific and precise**
- **Assume reader compliance**
- **Avoid personal introductions**
- **Use questions and polite requests**

Justify Your Request

- Explain the request
- Offer reader benefits
- Ask questions (Important questions first!)



Conclude Your Message



**Request
Specific Action**

**Provide
Contact Information**

Promote Goodwill

Business Orders

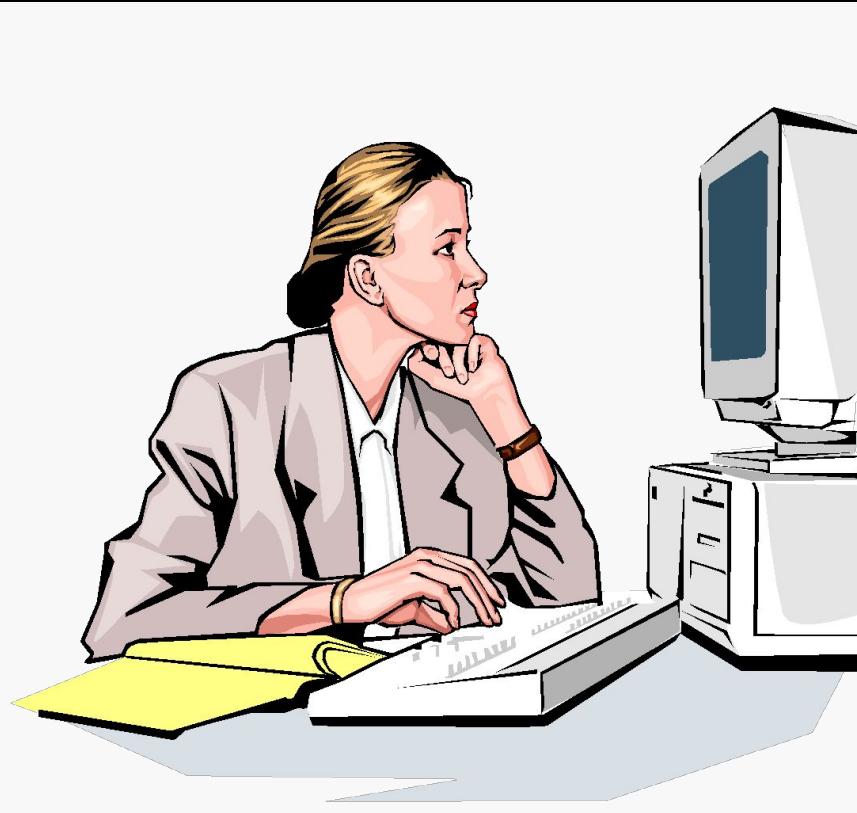
State Your Request

Clarify the Order

**Provide Shipping
Information**



Action and Information



**State Why
You Are Writing**

Explain the Request
*(Provide WIIFM
Information also!)*

**Ask For
Specific Action**

Eudora - [All District Mgrs, Competitive Threat Analysis]

To: <All District Mgrs>
 From: hh_clausen@early-ed.com
Subject: Competitive Threat Analysis
 Cc:
 Bcc:
 Attached: C:\Strategic planning\Competitive Analysis template.doc;

Hello everyone,

At last week's off-site meeting, Charles asked me to coordinate our companywide competitive threat analysis project. In order to devise a comprehensive strategic response that is sensitive to local market variations, we need your individual insights and advice.

To minimize the effort for you and to ensure consistent data collection across all regions, I've attached a template that identifies all the key questions we'd like to have answered. I realize this will require several hours of work on your part, but the result will be a truly nationwide look at our competitive situation. From this information, we can create a plan for next fiscal year that makes the best use of finite resources while adapting to your local district needs.

To allow sufficient time to compile your inputs before the November 13 board meeting, please e-mail your responses to me by November 8. Thanks for your help and timely attention to this important project.

Helene

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Pointers for Making a Routine Request

- Your readers will respond favorably, so be direct.
- Use a polite, personal tone and don't demand a response.
- Justify the request or explain its importance.
- Explain the benefits of responding.
- Close courteously, with a request for specific action.

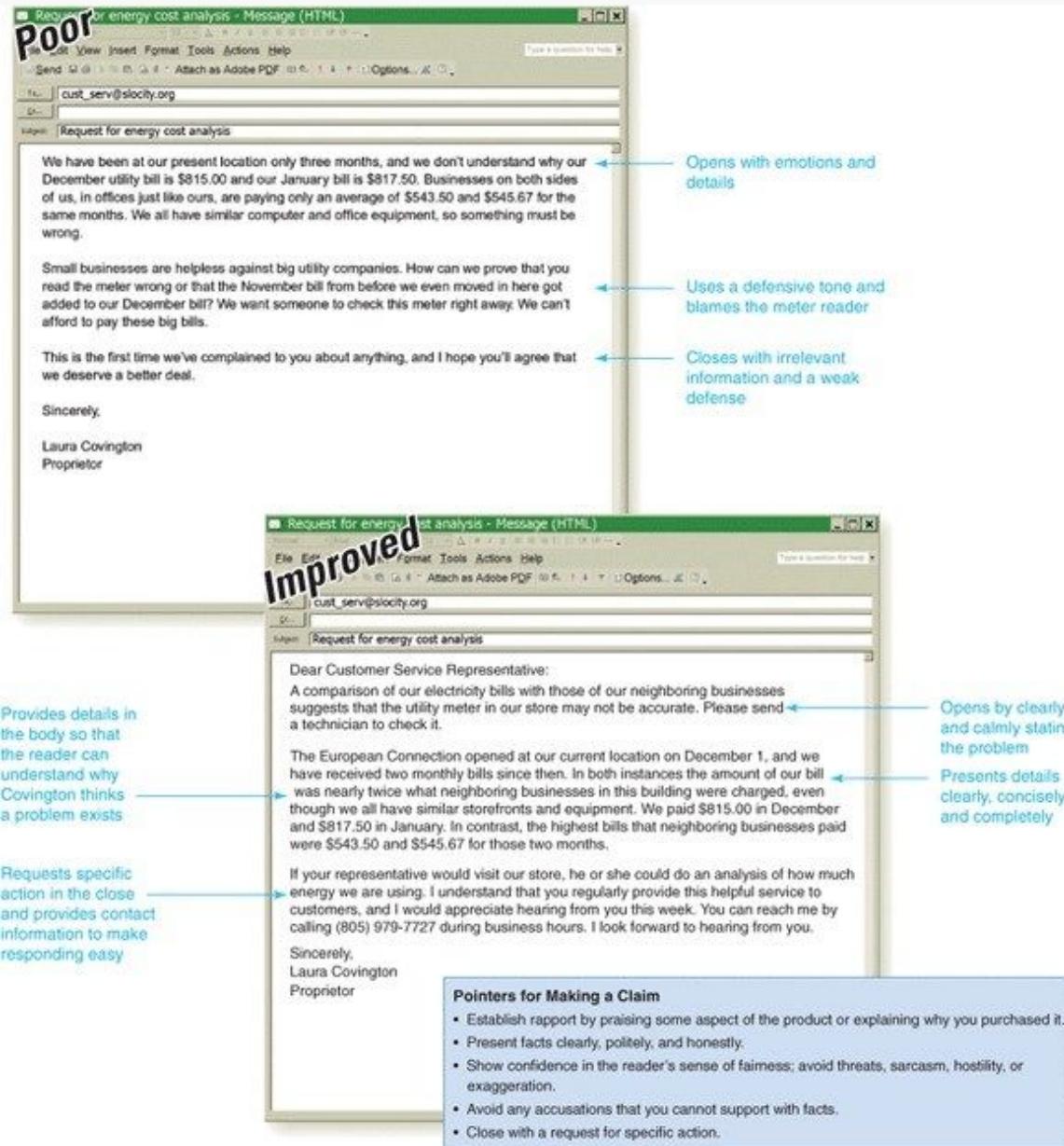
Claims and Adjustments

State the Problem

**Support
Your Assertions**

Propose a Solution





References and Recommendations

State the Request

Provide a Résumé

Say “Thank You”



1181 Ashport Drive
Tate Springs, TN 38101
March 14, 2011

Professor Lyndon Kenton
School of Business
University of Tennessee, Knoxville
Knoxville, TN 37916

Dear Professor Kenton:

I recently interviewed for a position in the analyst training program at Strategic Investments and have been called for a second interview for their Analyst Training Program (ATP). They have requested at least one recommendation from a professor, and I immediately thought of you. May I have a letter of recommendation from you?

Includes information near the opening to refresh the reader's memory about this former student

As you may recall, I took BUS 485, Financial Analysis, from you in the fall of 2009. I enjoyed the class and finished the term with an "A." Professor Kenton, your comments on assertiveness and cold-calling impressed me beyond the scope of the actual course material. In fact, taking your course helped me decide on a future as a financial analyst.

Opens by stating the purpose of the letter and making the request, assuming the reader will want to comply with the request

My enclosed résumé includes all my relevant work experience and volunteer activities. I would also like to add that I've handled the financial planning for our family since my father passed away several years ago. Although I initially learned by trial and error, I have increasingly applied my business training in deciding what stocks or bonds to trade. This, I believe, has given me a practical edge over others who may be applying for the same job.

Refers to résumé in the body and mentions experience that could set applicant apart from other candidates

Gives a deadline for response and includes information about the person expecting the recommendation

If possible, Ms. Blackmon in Human Resources needs to receive your letter by March 30. For your convenience, I've enclosed a preaddressed, stamped envelope.

Mentions the pre-addressed, stamped envelope to encourage a timely response

I appreciate your time and effort in writing this letter of recommendation for me. It will be great to put my education to work, and I'll keep you informed of my progress. Thank you for your consideration in this matter.

Sincerely,

Joanne Tucker

Joanne Tucker

Enclosure

Exercise!

TO: info@spacewebdesign.biz

FROM: gloria_m@midwestliquidators.com

SUBJECT: New website!

To Whom it may concern.

We need a new website. One that offers all the whizzy new social media capabilities plus full e-commerce ordering & retailing function.

I am seeing your name in the fine print of a few nice looking sights. So I wanted to get more info on you people and find out about costs, schedules, info needs from us, etc., etc., etc. What it will take to get this new thing up and running, in other words. We also need to know what you plan to do about our “visual” appearance on the website—as in—how will you design a site that screams “good values found here” without looking cheap and shoddy like some discount/retail webbsites are...

My name is Gloria MacPherson, and I am in charge of Marketing and sales department here at Midwest Liquidators. I've been with the Company since 2003; before that I was with Costco; before that I was with Sears. Part of my analysis of outsiders like you will depend on how fast you respond to

this query, just to let you know.

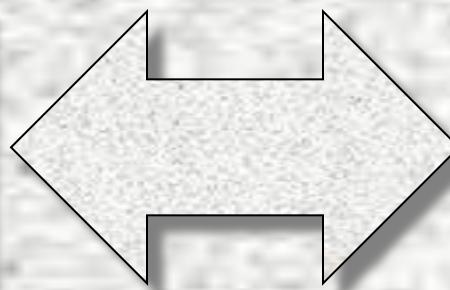
Sincerely,

Gloria

Purposes of Routine Replies and Positive Messages

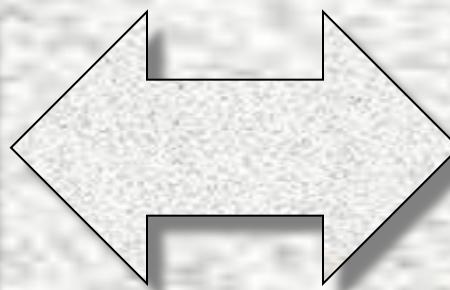
**Impart
Information**

**Answer
Questions**

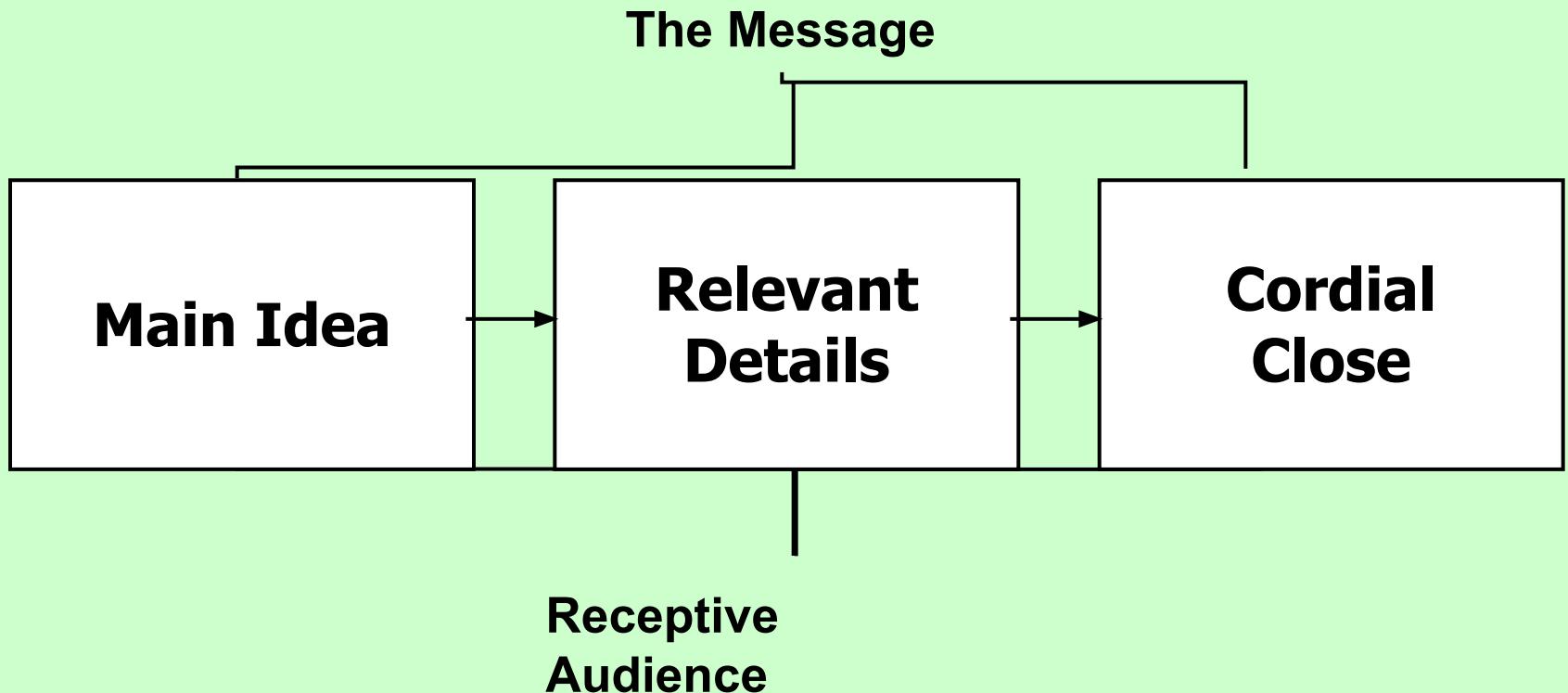


**Provide
Details**

**Promote
Goodwill**



The Direct Approach structure



Main idea: Example

Instead of This

I am pleased to inform you that after careful consideration of a diverse and talented pool of applicants, each of whom did a thorough job of analyzing Trask Horton Pharmaceuticals's training needs, we have selected your bid.

Write This

Trask Horton Pharmaceuticals has accepted your bid to provide public speaking and presentation training to the sales staff.

Relevant details

If Positive	Straightforward details	
If mixed message (With some not so positive news?)	Instead of This No, we no longer carry the Sportsgirl line of sweaters.	Write This The new Olympic line has replaced the Sportsgirl sweaters that you asked about. Olympic features a wider range of colors and sizes and more contemporary styling.

Courteous close

leaves your readers with the feeling that you have their best interests in mind.

Types of Routine Replies and Positive Messages

Requests for Action and Information

Claims and Requests for Adjustments

Recommendations and References

Messages That Promote Goodwill

Action and Information



Be quick to respond

Be Gracious

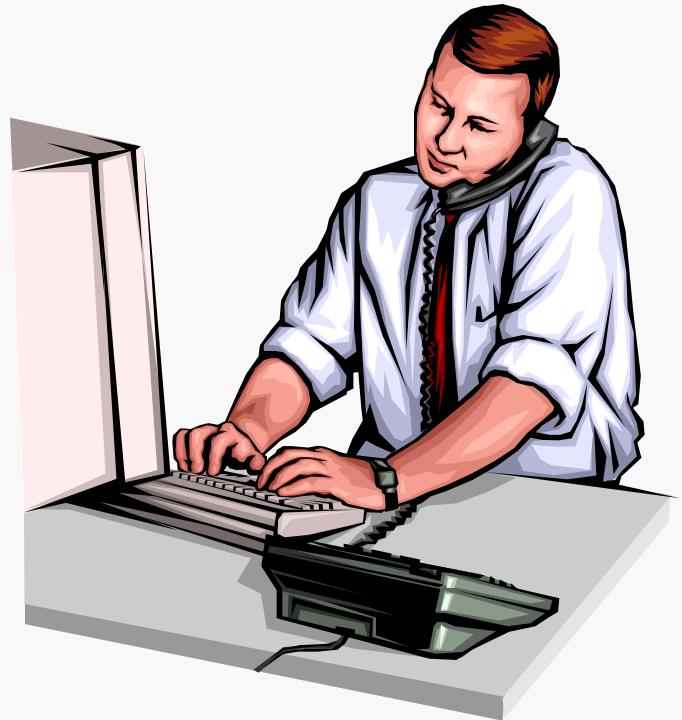
Be Thorough

Claims and Adjustments (Revisit: Toyota Claim)

The Company

The Customer

A Third Party



Who is at fault?

References and Recommendations

Be Forthright

Be Specific

**Stick to
the Facts (at
negative points)**

**Avoid Value
Judgments**

Professing Goodwill Messages at office environment



Exercise!

Rajib Kanti Das is a BBA Graduate from BRAC University. Recently he applied for the Management Trainee Program of Unilever Bangladesh Limited. After 6 months of careful Consideration and assessment the Human Resources Management Department of Unilever decided to hire him with a salary of 90,000 Taka per month, along with other benefits.

On behalf of the organization, you have been assigned the responsibility of writing his letter.

Write the letter according to the prescribed guideline, Use imagination if necessary