

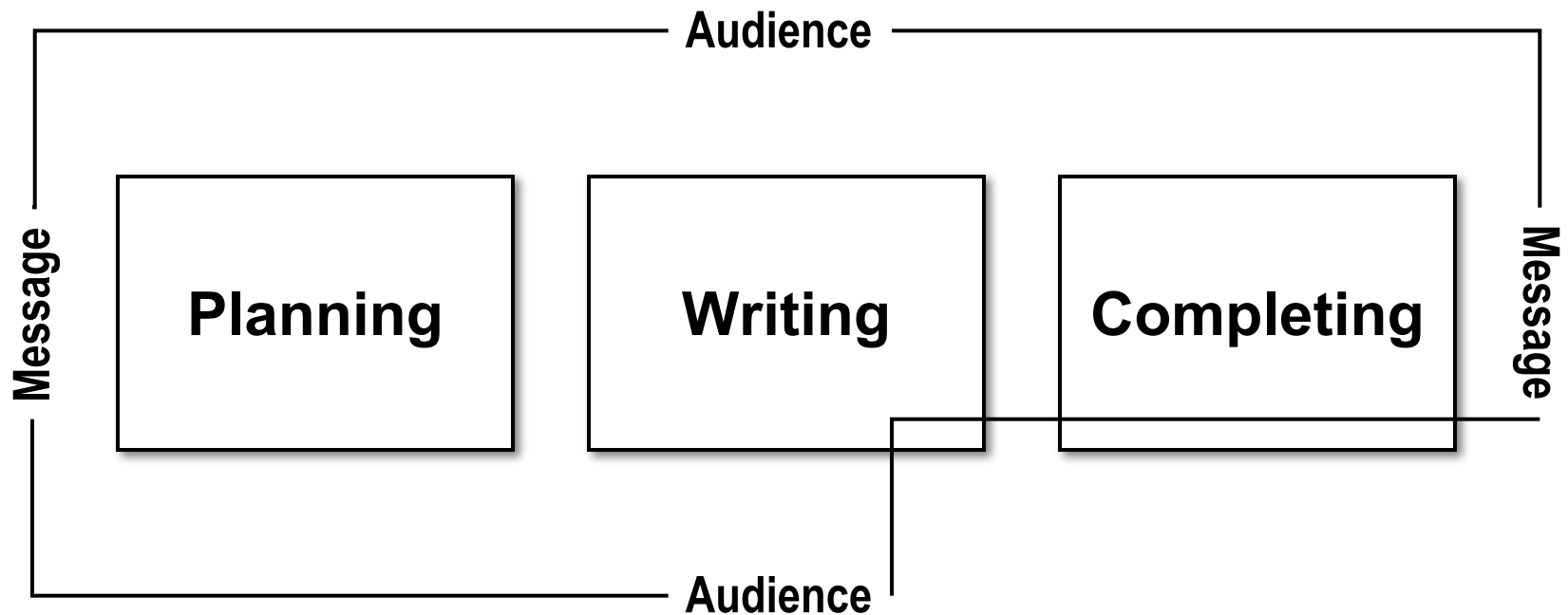
# Writing Routine, Good-News, and Goodwill Messages



# **Let's look at a video!**

- **[https://www.youtube.com/watch?v=9L\\_G82HH9Tg](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]**

File Edit Mailbox Message Transfer Special Tools Window Help

Standard Standard 1 Send

From: hh\_clausen@early-ed.com  
 Subject: Competitive Threat Analysis  
 Cc:  
 Bcc:  
 Attached: C:\Strategic planning\Competitive Analysis template.doc;

Identifies the subject of the e-mail

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.

Gets right to the point of the message

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.

Acknowledges that responding to the request will require some work, but the result will benefit everyone

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.

Explains the benefit of responding to the request

Provides a clear and meaningful deadline, then closes in a courteous manner

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**

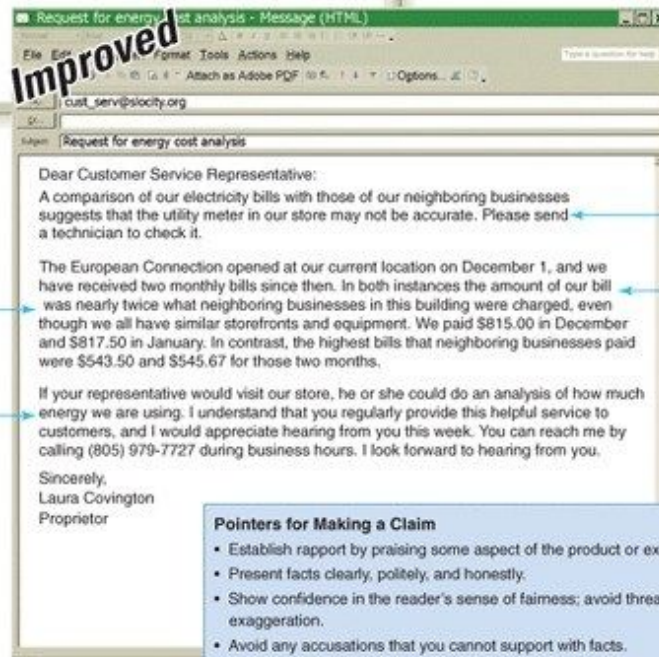




Opens with emotions and details

Uses a defensive tone and blames the meter reader

Closes with irrelevant information and a weak defense



Provides details in the body so that the reader can understand why Covington thinks a problem exists

Requests specific action in the close and provides contact information to make responding easy

Opens by clearly and calmly stating the problem

Presents details clearly, concisely, and completely

#### Pointers for Making a Claim

- Establish rapport by praising some aspect of the product or explaining why you purchased it.
- Present facts clearly, politely, and honestly.
- Show confidence in the reader's sense of fairness; avoid threats, sarcasm, hostility, or exaggeration.
- Avoid any accusations that you cannot support with facts.
- Close with a request for specific action.



# 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?

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.

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.

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.

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

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

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

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

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

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

# 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...

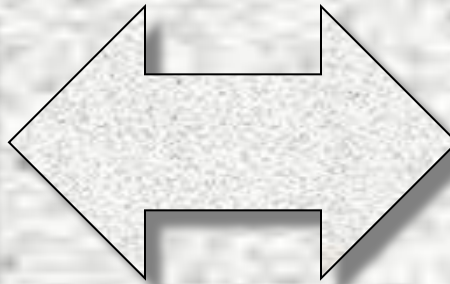
My name is Gloria MacPherson, and I am in charge of Marketing and sales department here at Midwest Liquidators. I’ve been with the Company since 2003; before that I was with Costco; before that I was with Sears. Part of my analysis of outsiders like you will depend on how fast you respond to this query,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

Sincerely.  
Gloria



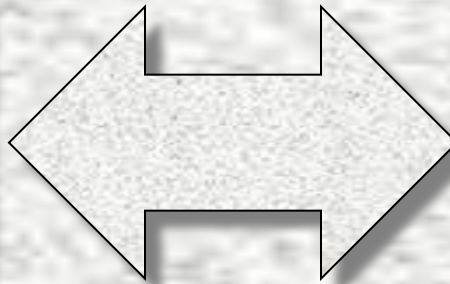
# Purposes of Routine Replies and Positive Messages

**Impart  
Information**



**Answer  
Questions**

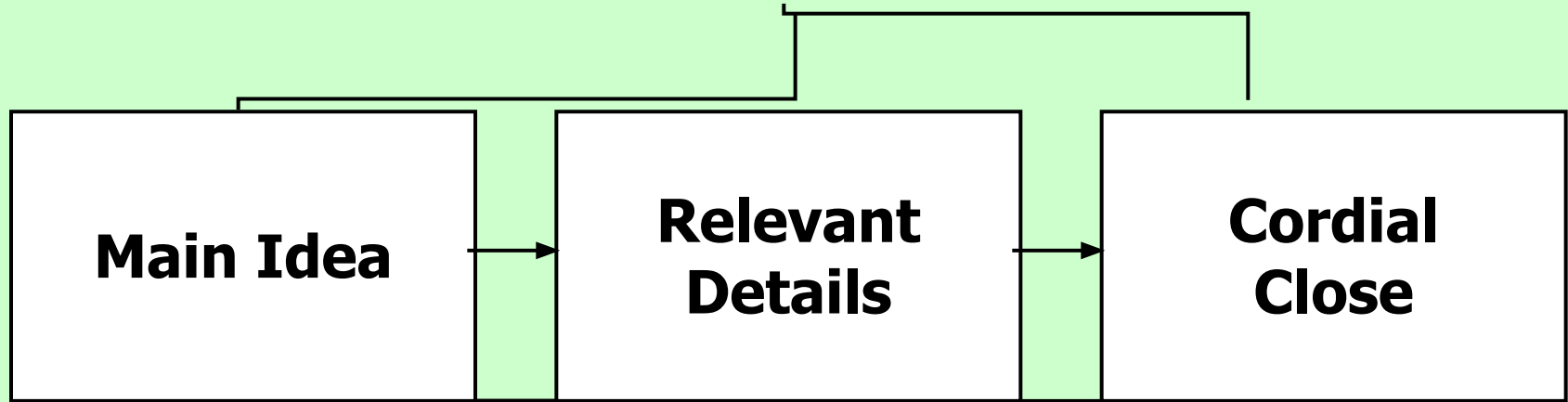
**Provide  
Details**



**Promote  
Goodwill**

# The Direct Approach structure

The Message



Receptive  
Audience

# Main idea: Example

Instead of This	Write 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.	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	Write This
	No, we no longer carry the Sportsgirl line of sweaters.	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**

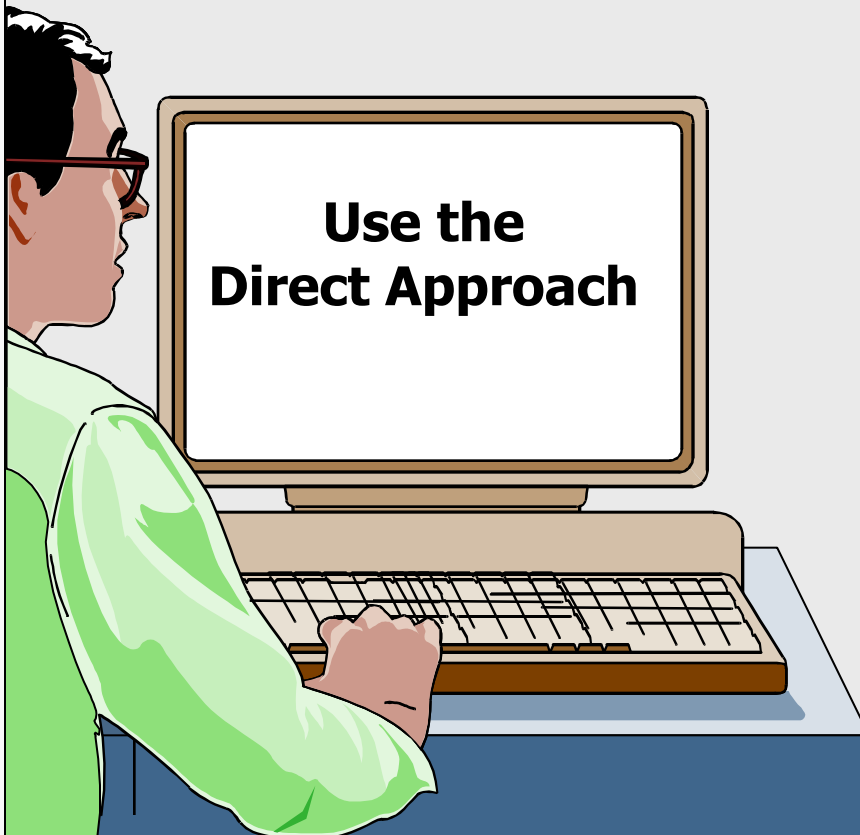
**Requests for Action and Information**

**Claims and Requests for Adjustments**

**Recommendations and References**

**Messages That Promote Goodwill**

# Action and Information



**Be quick to  
respond**

**Be Gracious**

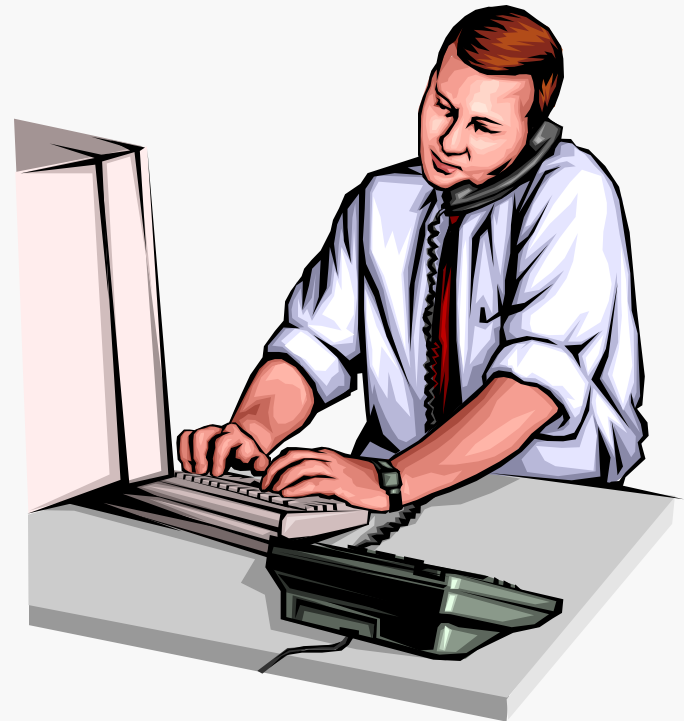
**Be Thorough**

# Claims and Adjustments (Revisit: Toyota Claim)

**The Company**

**The Customer**

**A Third Party**



***Who is at fault?***

# References and Recommendations

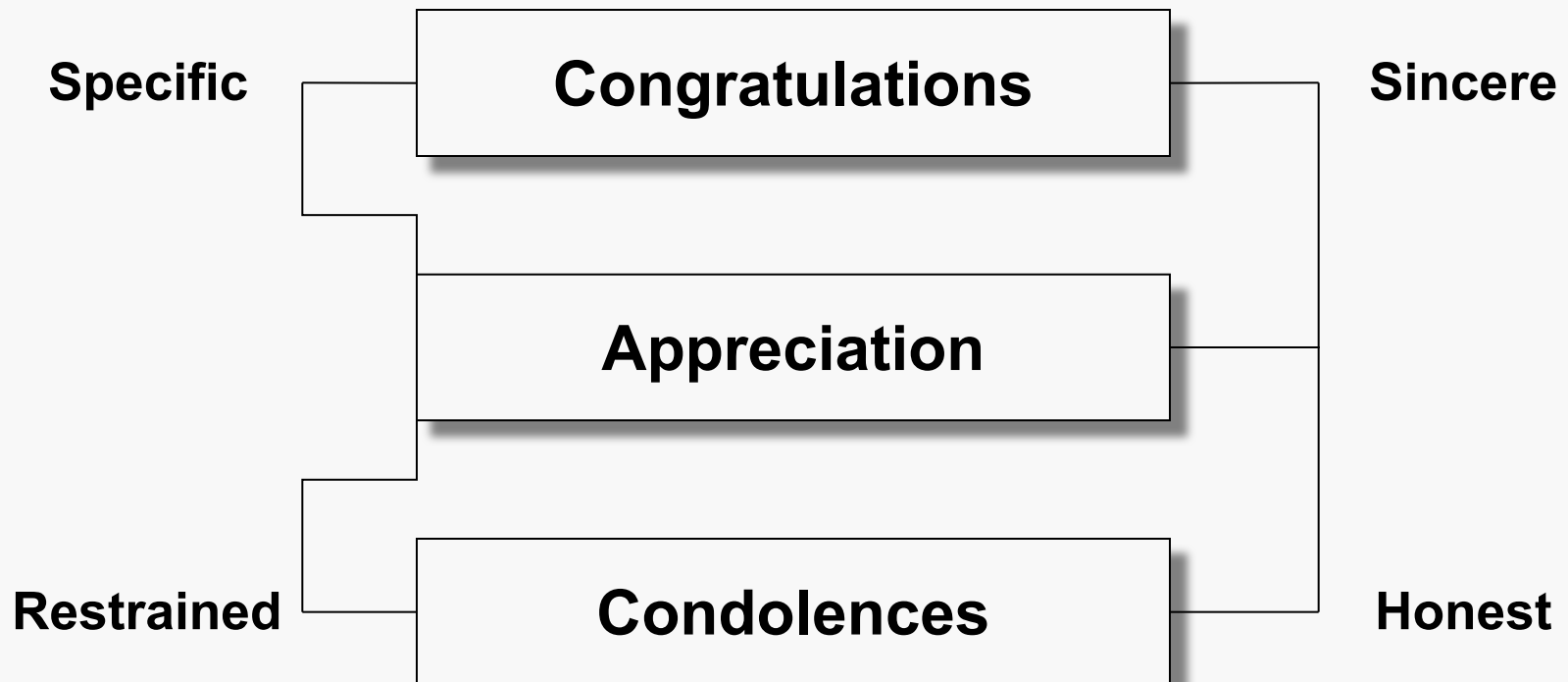
**Be Fortright**

**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