

## BUSINESS AND TECHNICAL COMMUNICATION (ENG 135)

### POSTITIVE (ROUTINE) EMAIL

#### Directions:

There are several different kinds of positive, or routine, messages. In this assignment you will write a Positive/Routine Email. Choose the type you want to write from the list below and, using one of the scenarios listed, compose one of the following:

- Routine Request
- Routine Reply
- Routine Claim Letter
- Routine Adjustment Letter

You will either:

- ask for information and action  
or
- make claims and request adjustments

#### **Asking for Information and Action**

When you need to know about something, elicit an opinion from someone, or request a simple action, you usually need only ask. In essence, simple requests say:

- What you want to know or what you want readers to do
- Why you're making the request
- Why it may be in your readers' interest to help you

#### **Making Claims and Requesting Adjustments**

If you're dissatisfied with a company's product or service, you can opt to make a **claim** (a formal complaint) or request an **adjustment** (a settlement of a claim).

You have several goals for messages:

1. Communicate the information or the good news
2. Answer all questions
3. Provide all required details
4. Leave your reader with a good impression of you and your firm

Like a request, a routine reply or positive message has an opening, a body, and a closing, and usually uses the direct approach. By opening routine and positive messages with the main idea or

good news, you're preparing your audience for the detail that follows. Use the body to explain your point completely so that your audience won't be confused or doubtful about your meaning. Make sure audience members understand what to do next and how that action will benefit them through your conclusion.

A prompt, gracious, and thorough response will positively influence how people think about you and the organization you represent.

### Strategy for Routine Requests

Making requests (or replying to requests) or making claims (or replying to requests for claims) - for information, action, products, adjustments, or other matters - is a routine part of business. Like all other business messages, a routine request has three parts: (1) Opening, (2) Body, (3) Closing. Using the direct approach, open with your main idea, which is a clear statement of your request/claim. Then use the body to give details and justify your request. Finally, close by requesting specific action.

#### **Opening**

Begin routine messages by placing your main point first; up front is where it stands out and gets the most attention. Be specific!

#### **Body**

Use the body of your message to explain your request. Make the explanation a smooth and logical outgrowth of your opening remarks. If possible, point out how complying with the request could benefit the reader.

This list of tips helps organize your message and helps your audience identify the information you need:

- Ask/answer the most important questions first
- Ask/answer only relevant questions
- Deal with only one topic at a time/paragraph

#### **Closing**

Close your message with three important elements: (1) a specific request (or statement of adjustment), (2) information about how you can be reached, and (3) an expression of appreciation or goodwill. If necessary, include specific dates for when information should be sent to you. Ex: Please provide the figures by May 5.

Assignment: Choose one of the scenarios below and compose an email requesting information, replying to a request for information, requesting a routine claim, or replying to a routine claim (adjustment).

Choose ONE of the following scenarios to compose your email:

1. Routine Request for information:

You are Morgan DeWitt, an Assistant Purchasing Director at Price-Winston, Inc., and your department needs information regarding the purchase of 74 lightweight printers for account representatives to use with their Dell Inspiron laptop computers when they travel. You are writing to Kendall Ryland, a sales representative at Epson about their Epson WorkForce WF-110 and you need answers to three questions involving the printer, including whether it's a laser printer, can it operate without a cord (battery operated), and if it will accept legal sized paper as well as regular 8.5 x 11 paper. You are also interested in receiving ordering information.

2. Routine Reply for information

Answer the above requested information (#1) as Kendall Ryland, a sales representative from Epson. No, this is not a laser printer; no it is not battery operated; and, yes, it accepts legal sized paper. Look up the features on the company website and, in answering the questions, talk up the features of the printer.

3. Routine Claim

You are J. C. Morton, the manager of a General Contracting company, Western Builders, in Canton, MI. You recently placed an order (Purchase Order No. 44-0987) for 12 Model 2500 air conditioning pumps (Part No. 2500-89741) from ACE Supply in Lansing.

When the pumps arrive, you noticed you had received more than 12 pumps, and they were not Model 2500. ACE had accidentally sent 25 Model 1200 pumps. Although you are sometimes in need of the Model 1200 pumps, you already have plenty of them in stock. What you really need is the Model 2500 pumps.

Write an email to Brent Simons, the shipping manager at ACE Supply, Inc., requesting that they ship the 12 Model 2500 pumps quickly because you need them for a job that starts in less than a week. Also, ask what his plans are for your returning the 25 Model 1200 pumps. Attach a scanned copy of your purchase order, as well as one of the packing slip for the 25 pumps that arrived. (Note...you as students do not actually have the attachments, but they should be noted in the email as if you did.)

4. Routine Claim Adjustment

You are Brent Simons, the shipping manager at ACE Supply, Inc., and you need to straighten out the messed up pump situation with J.C. Morton in the above claim (#3). Remember to address the problem and tell J. C. how it will be rectified. Include good will statements in your effort to keep this good customer. Also remember to tell J.C. how the wrong pumps should be returned.

Example email (remember that emails have the date and your name embedded in them):

To: Jackie Thompson

Cc:

Subject: Info about Distribution Opportunities

Dear Ms. Thompson,

Please provide additional information on distribution opportunities for your Healthy Ponds product line, as mentioned on your website. Enviro Domestic is a 20-year-old firm with a well-established design, retail, and service presence in the Oklahoma City area, and we believe your bioremediation products would make a compelling addition to our offerings.

In particular, we would appreciate answers to the following questions:

1. Do you offer exclusive regional distribution contracts?
2. Do you offer factory training for sales and service specialists?
3. Do you plan to expand beyond water bioremediation solutions into other landscaping products?

Please let us hear from you by February 15, in time for our next departmental meeting.

Thank you.

Martin Johnson  
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