

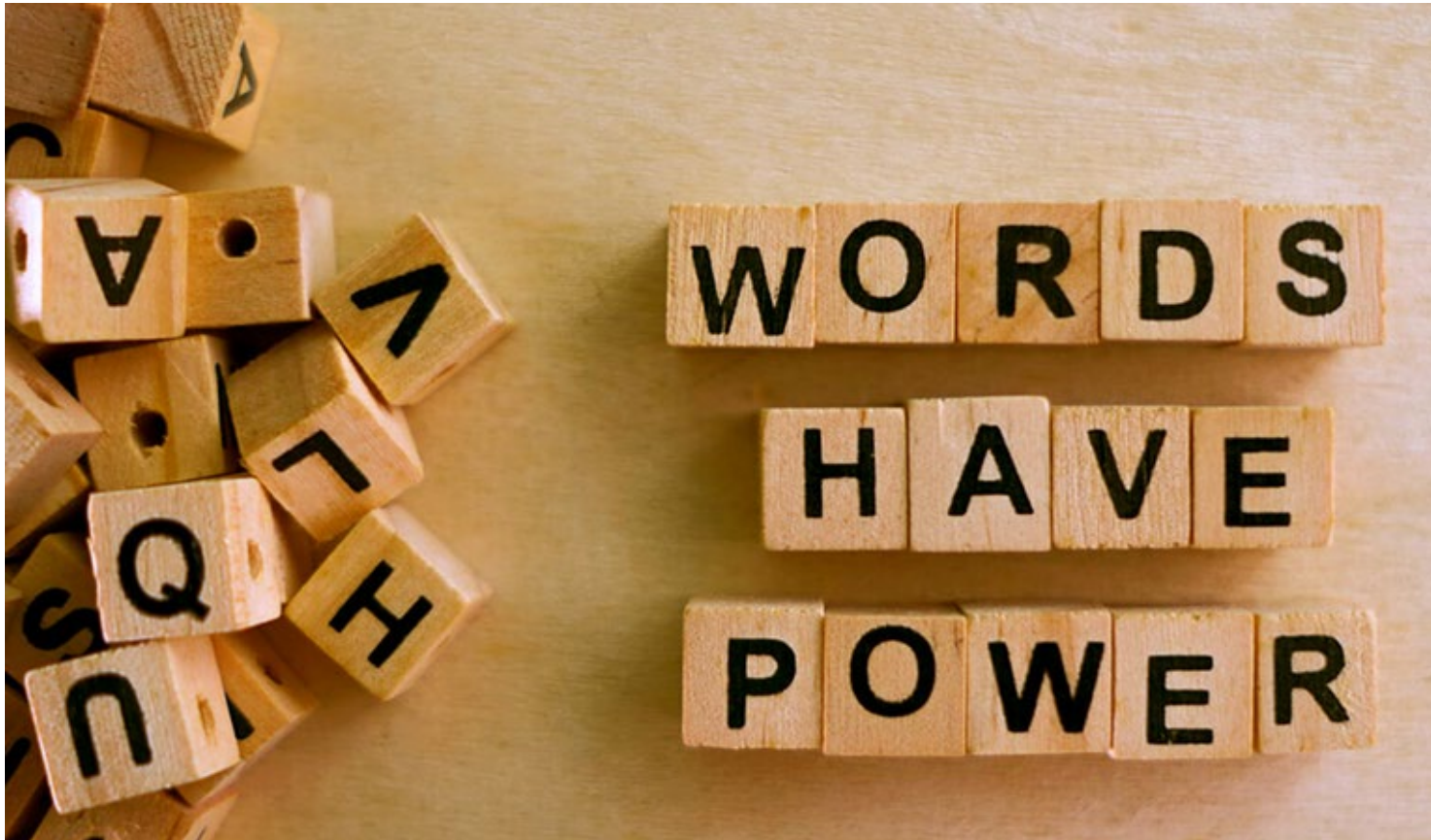
Chapter 9

Persuasive Messages

Persuasive Message

- A request for action when you believe the receiver may be unaware, disinterested, or unwilling
- A communication to try to change the opinion of a receiver

WORD
HAVE
POWER

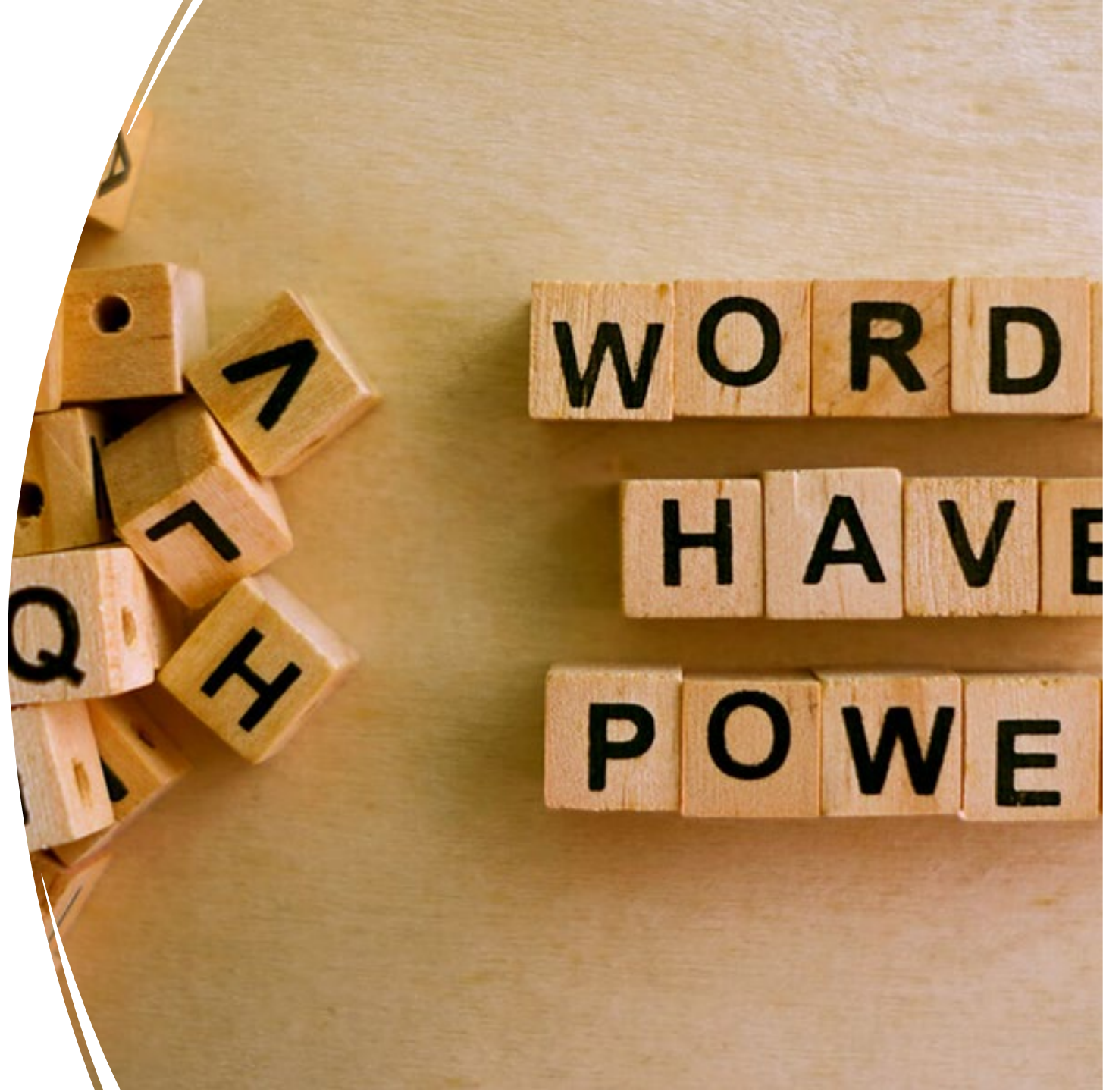


Planning the Persuasive Message

- **Analyze your receiver.**
 - Identify the receiver's motivators—his or her goals, values, and needs.
- **Use the you-viewpoint.**
 - Stress the receiver's interests and benefits.

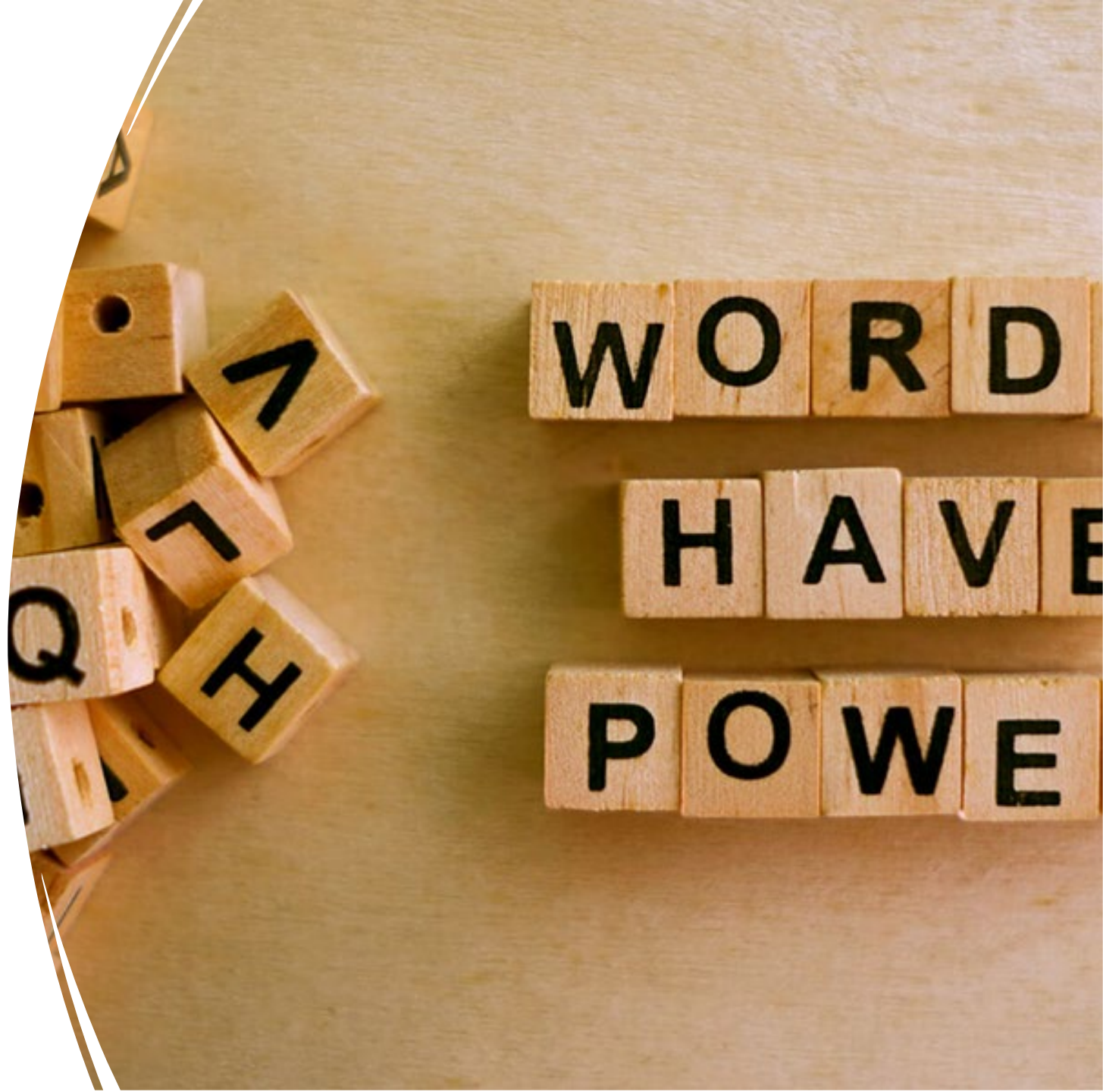
Primary Purposes of Persuasive Messages

- To get the receiver to read or listen to the entire message
- To have the receiver take the requested action



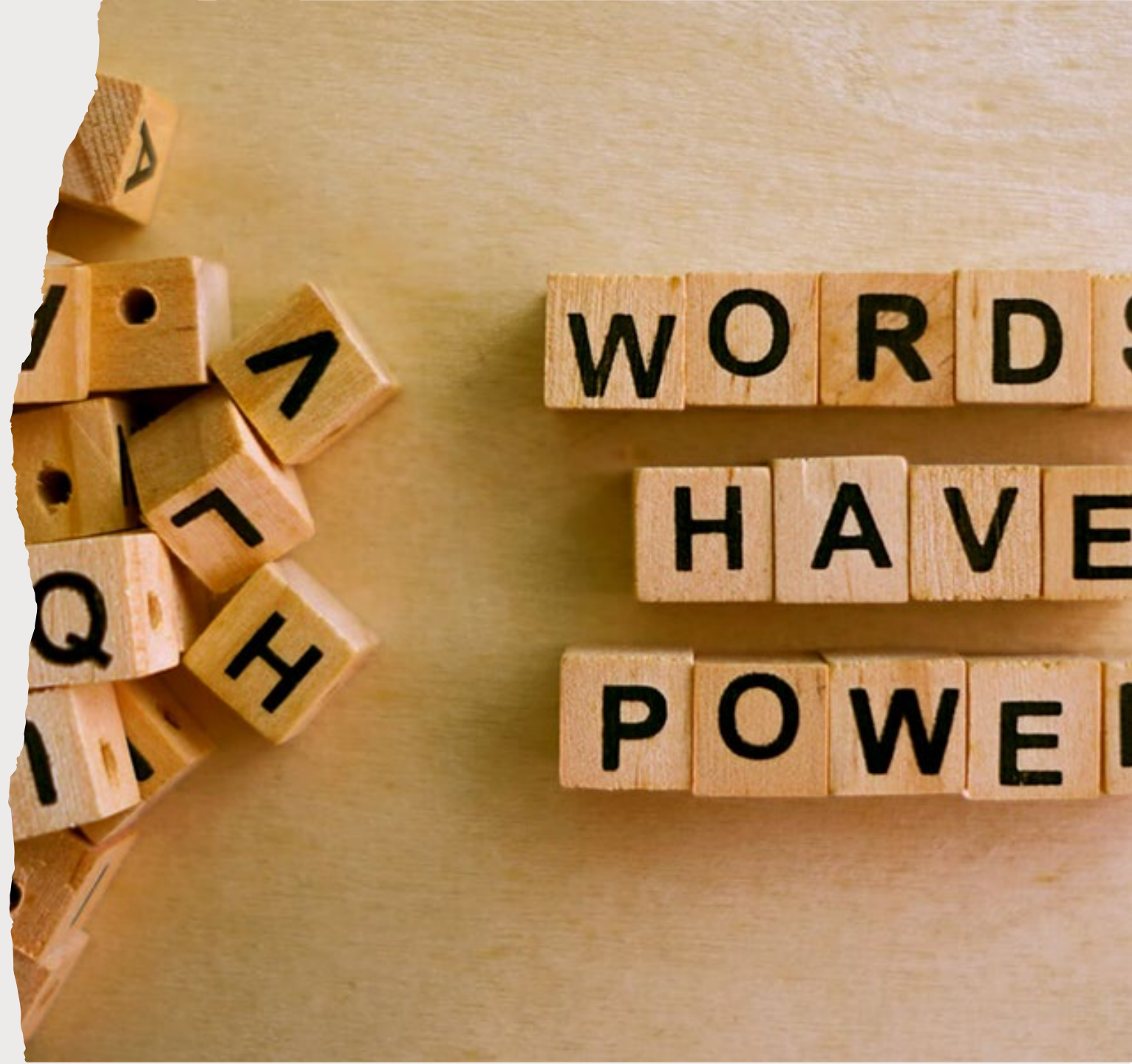
Elements of the Indirect Plan

- Attention
- Interest
- Desire
- Action



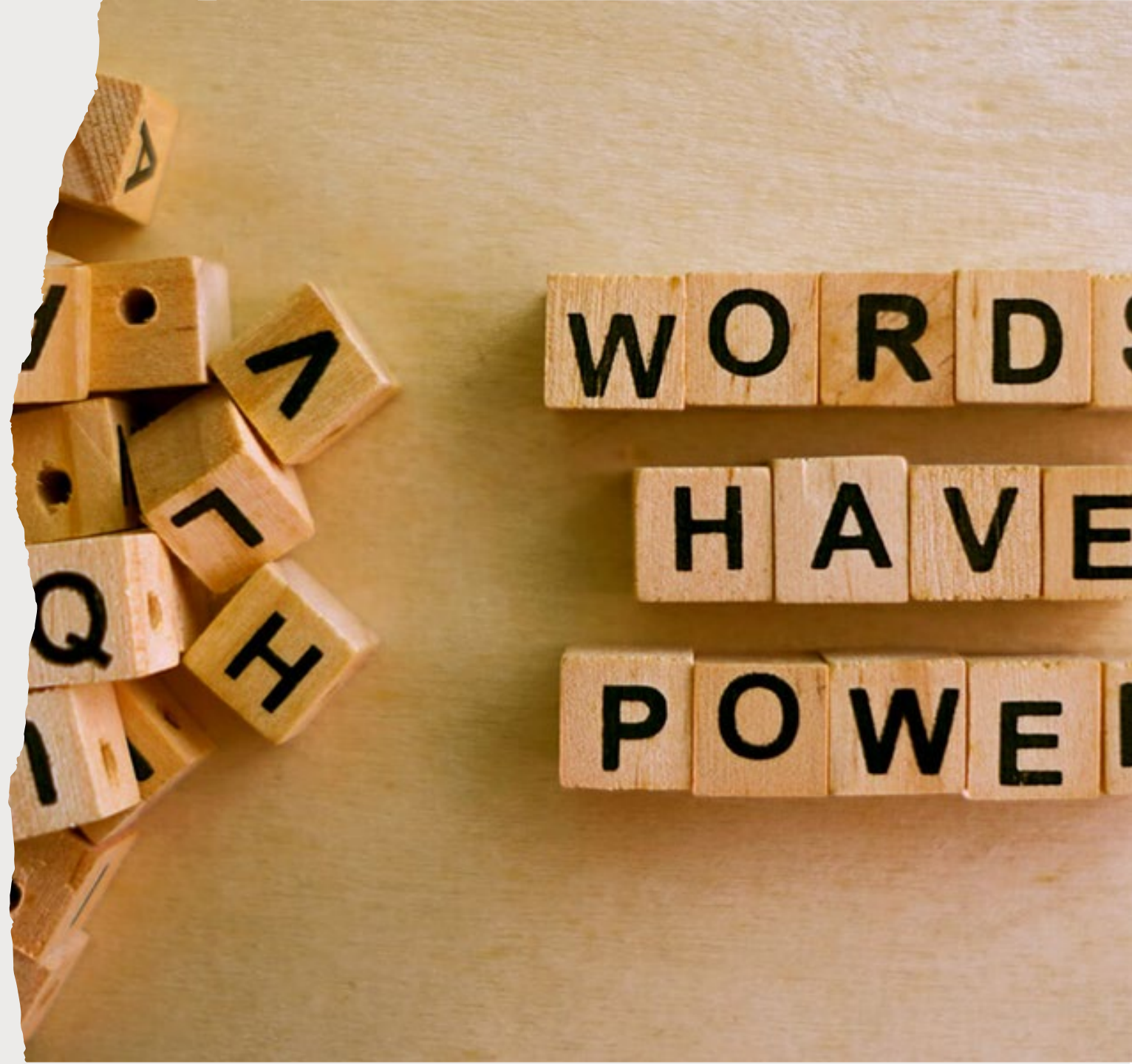
Attention

- Capture the receiver's attention in the opening sentence.
- Compel the receiver to read or listen to the message in its entirety.
- Be positive and brief.



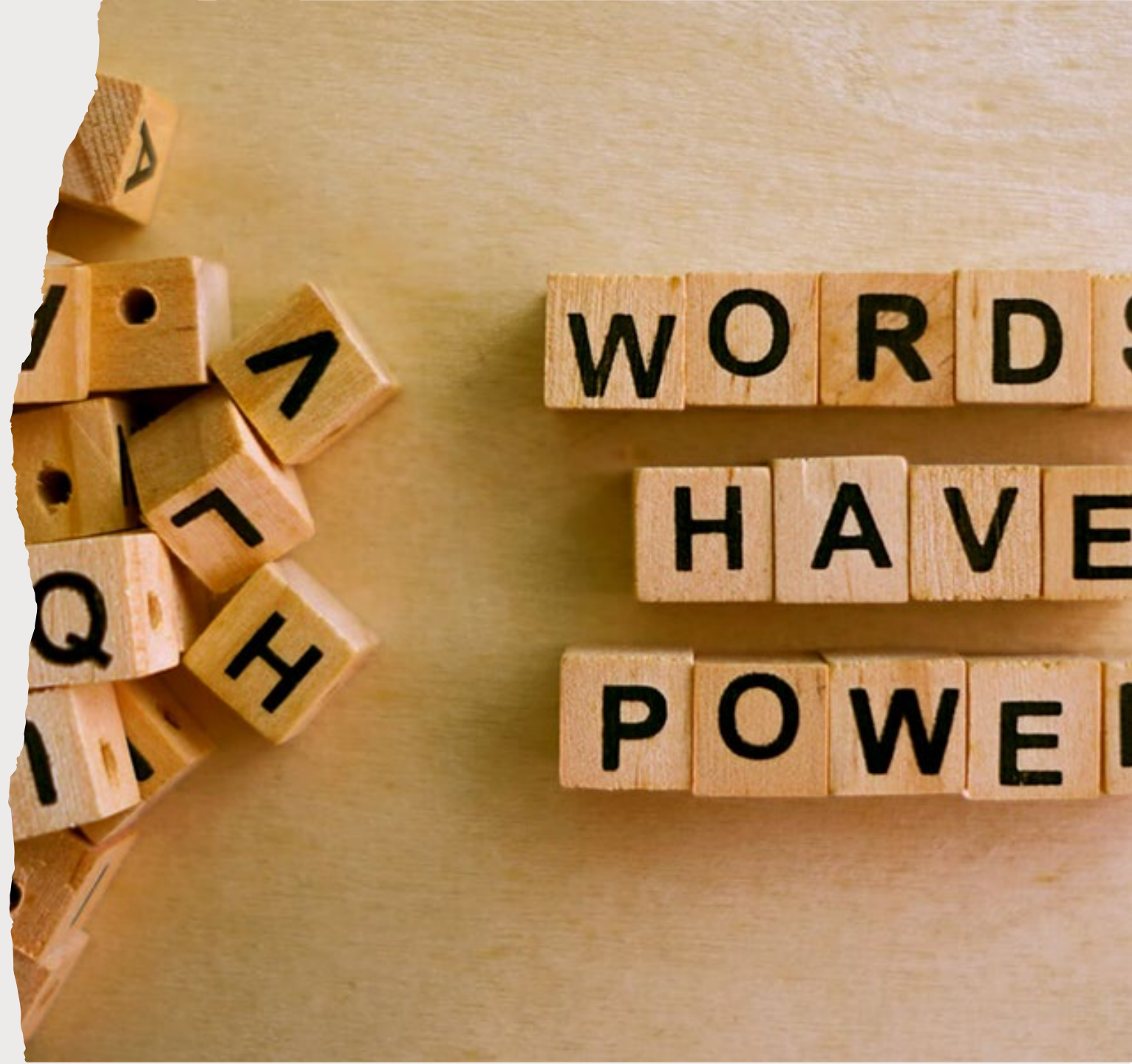
Interest

- Build on the attention gained in the opening.
- Present the benefits to the receiver.
- Convince the receiver to continue reading.



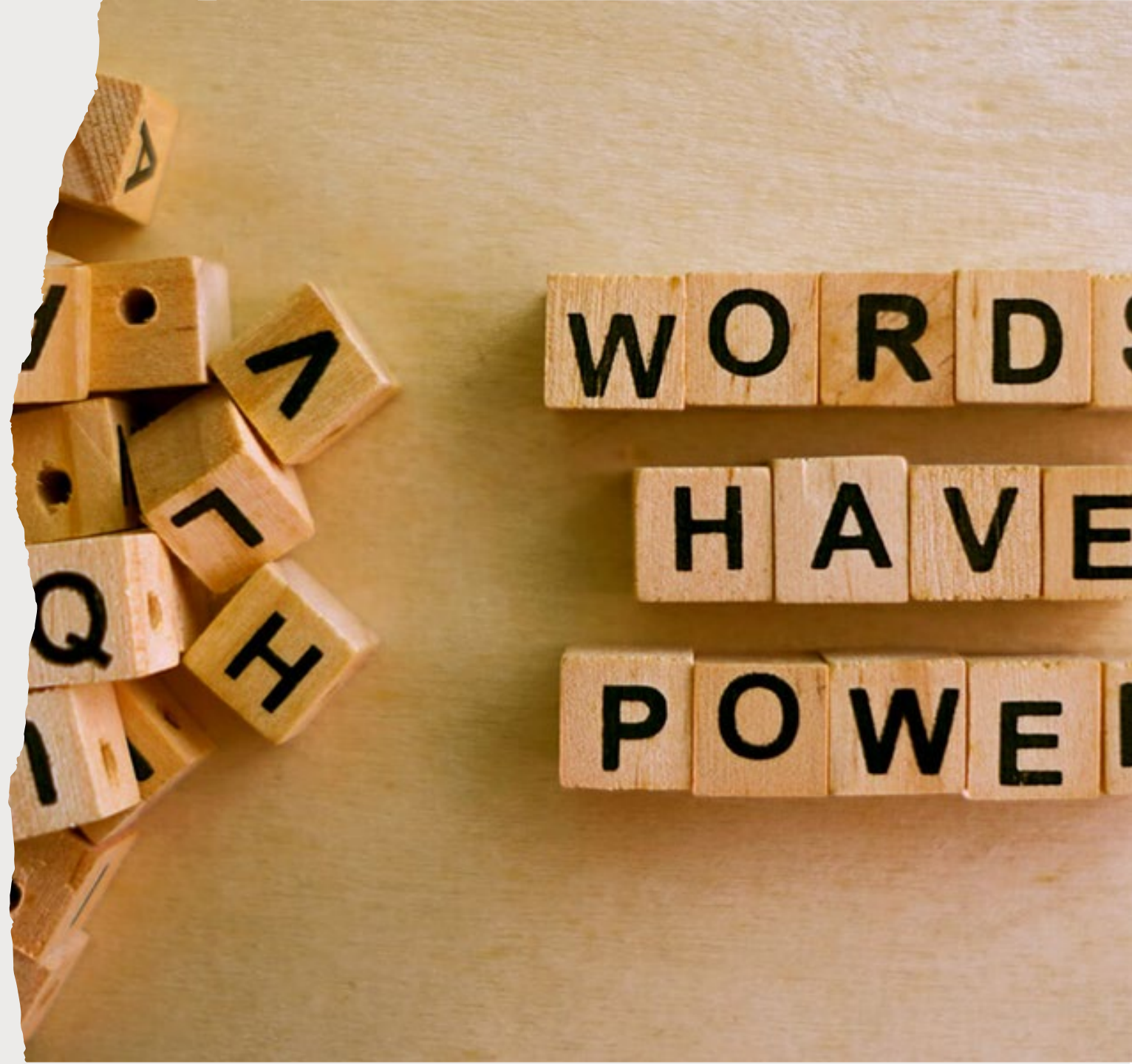
Desire

- Build on the receiver's attention and interest by providing proof of benefits.
- Stress benefits to the receiver.
- Downplay any negative points or obstacles.



Action

- Motivate the receiver to take immediate action.
- Be positive.
- Make action easy.



Organizational Plans for Requests

Request

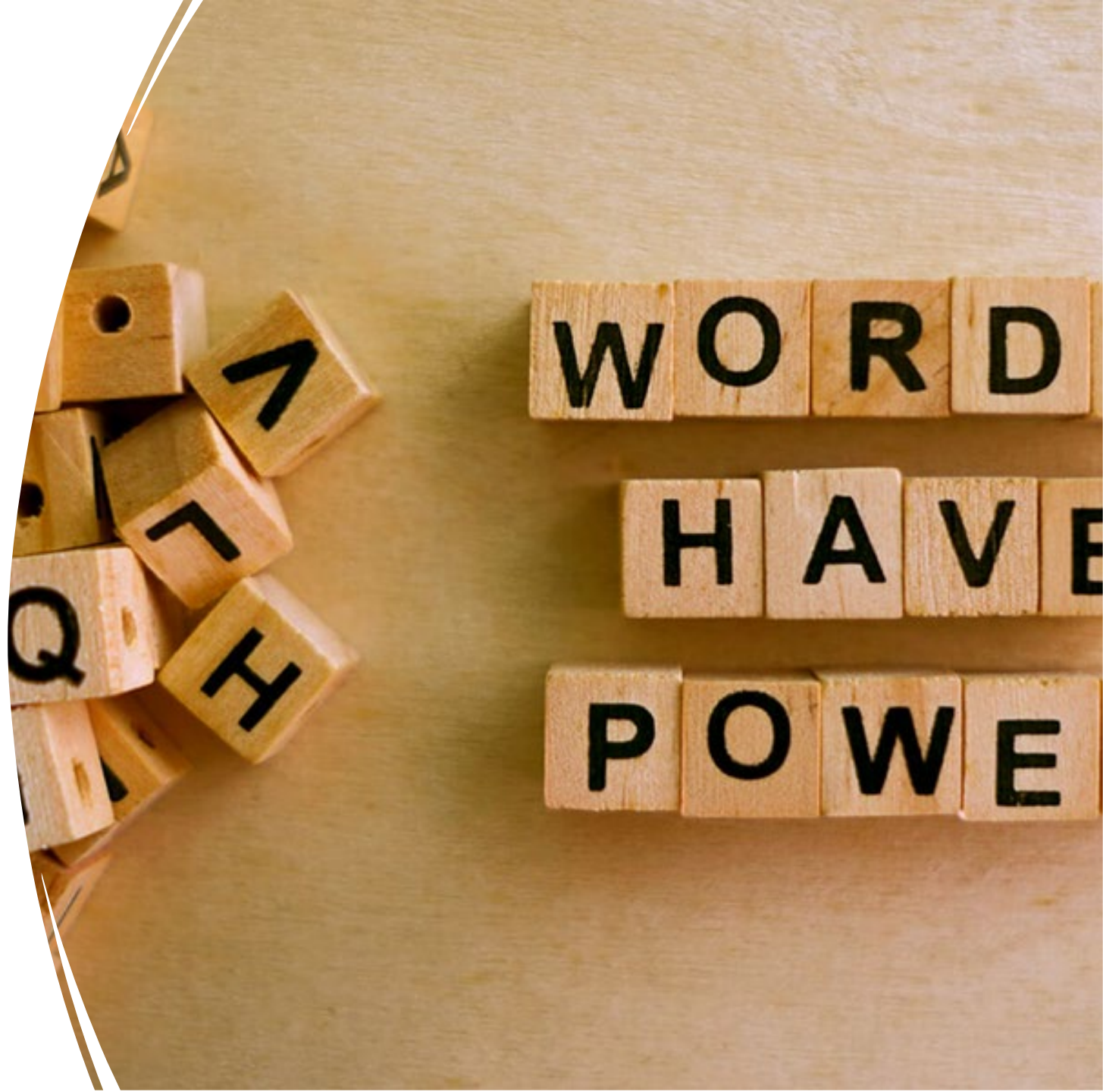
- Simple or routine
- Persuasive or complex

Approach

- Direct
- Indirect

Recommendations

- Recommendations attempt to persuade the receiver to take the action proposed by the sender.
- Indirect plan used.



Organizational Plans for Claims

Claim

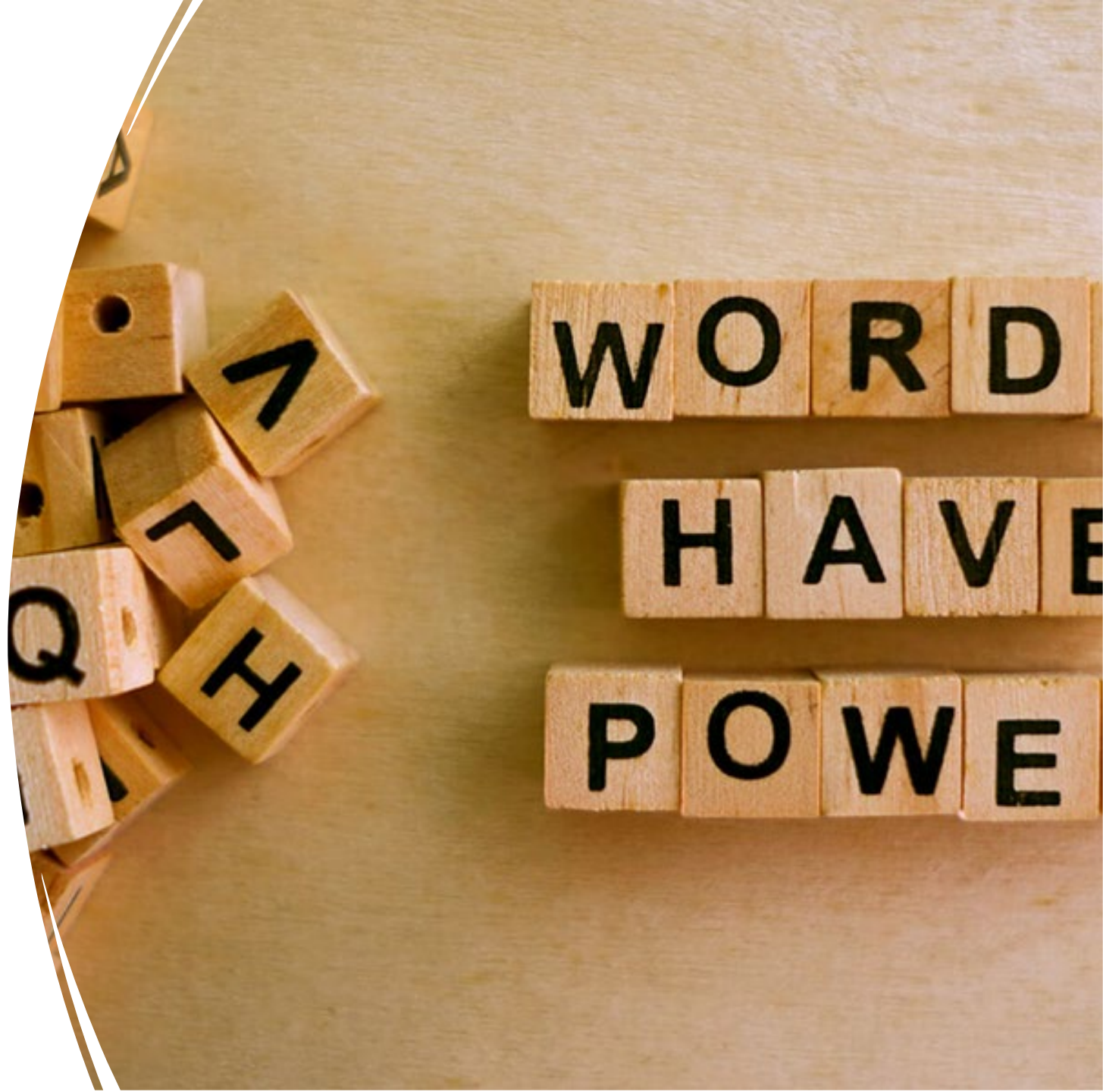
- Simple or routine
- Special or nonroutine

Approach

- Direct
- Indirect

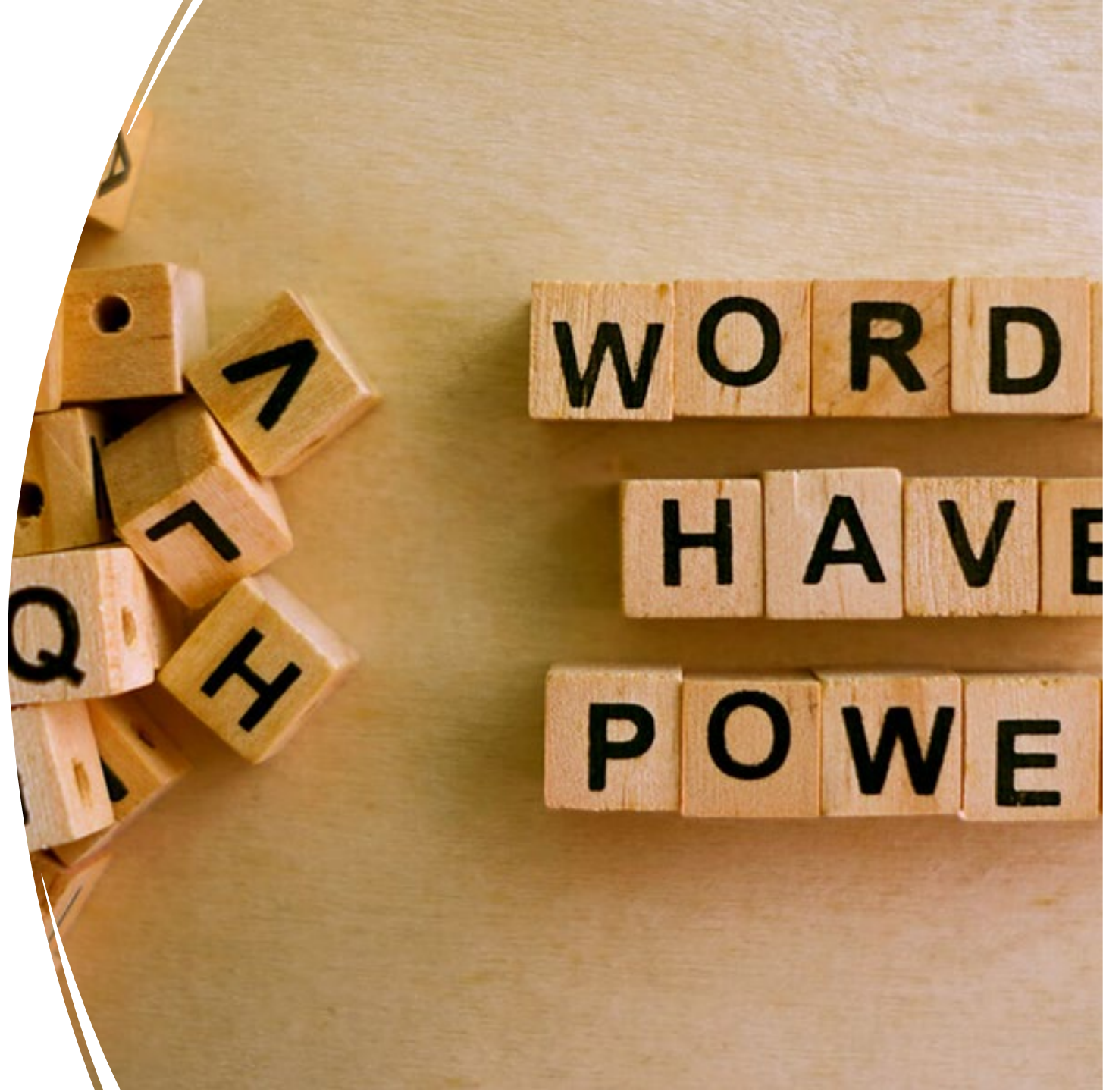
Special Claims

- Special or nonroutine claims are those in which the fault is in dispute.
- Use the indirect plan.



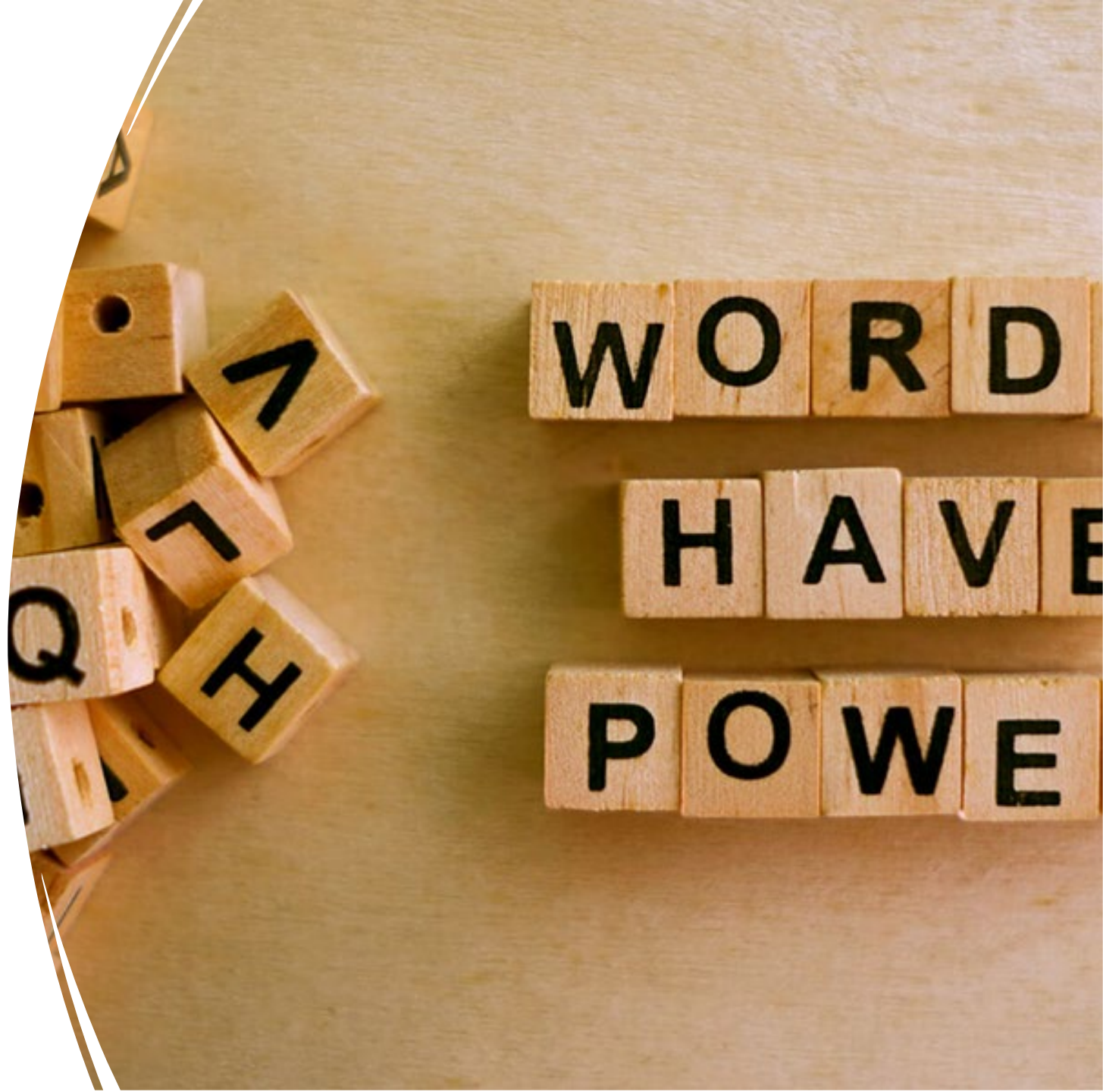
Sales Messages

- Sales messages take many different forms.
- Know the product or service and its strengths, weaknesses, competitors, and market.



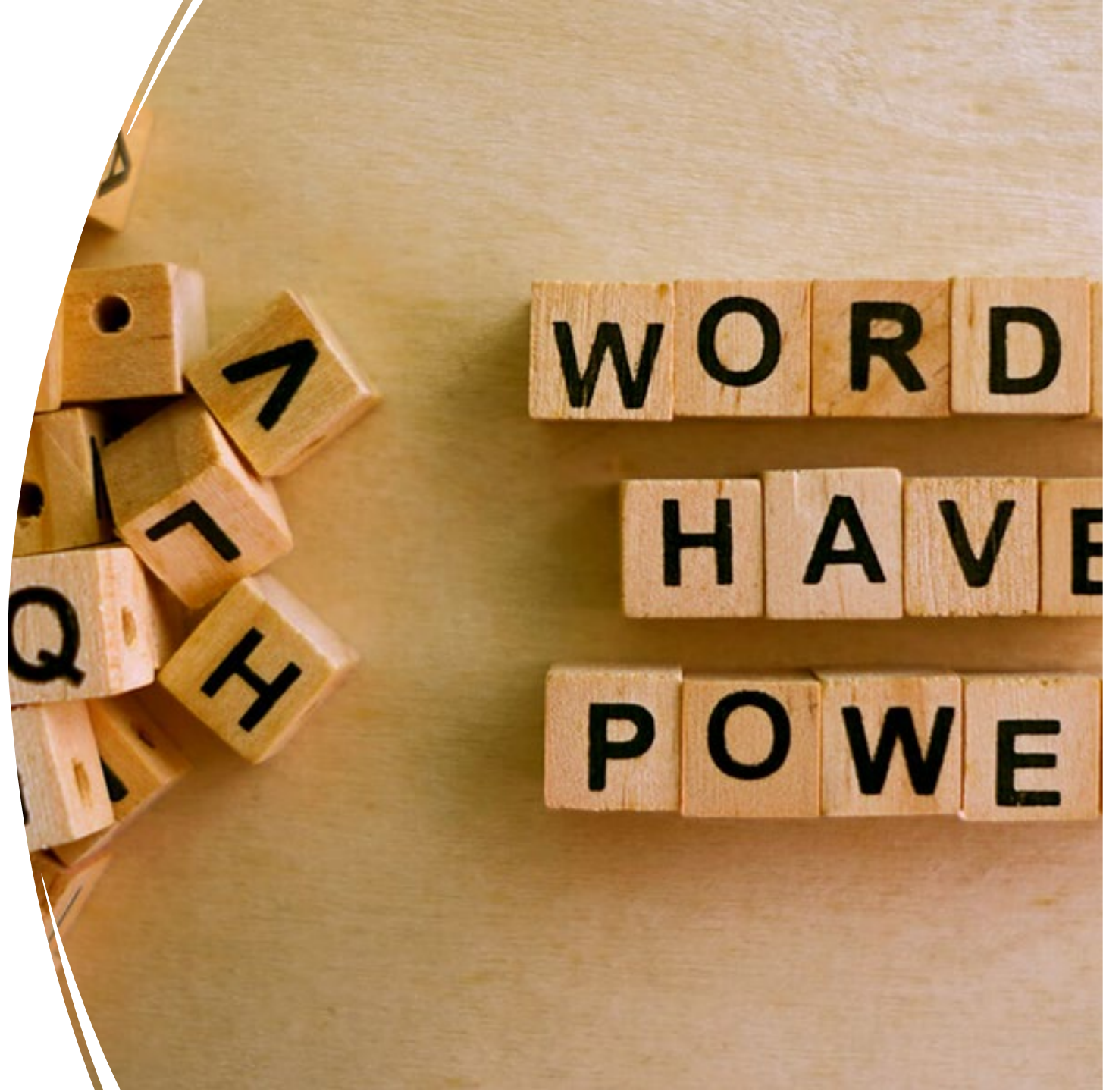
Goal of Collection Messages

- To collect the money due
- To retain goodwill with the customer
- To be written in three stages



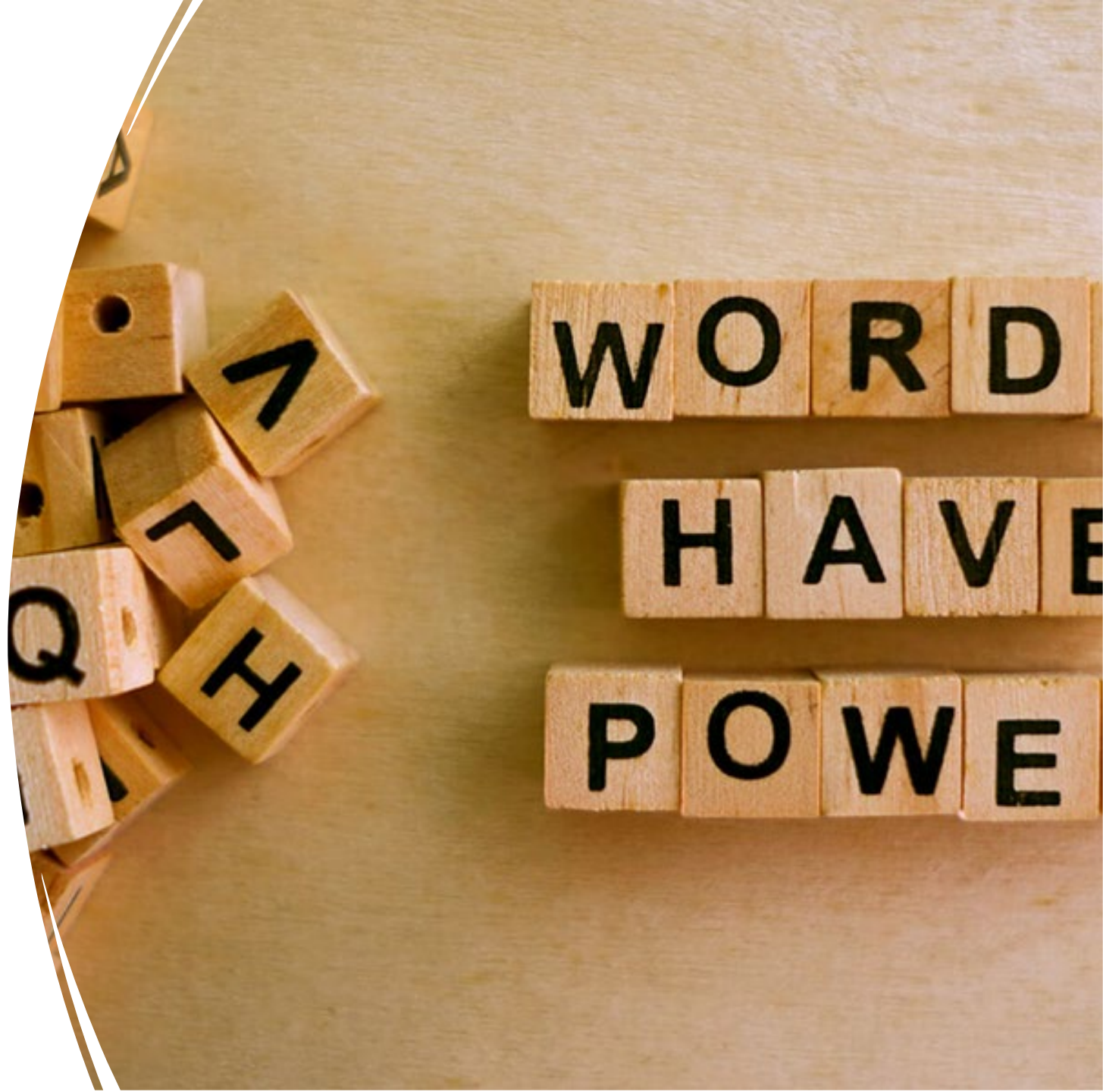
Reminder

- Are courteous because non-payment was likely an oversight
- Should use the direct plan



Appeal

- Stronger message than the reminder stage
- Goal of maintaining goodwill
- Indirect organizational plan



Warning

- Last opportunity to pay before transfer to a collection agency, a credit bureau, or an attorney
- Direct organizational plan
- Nothing to lose

