
An overhead view of a business meeting around a large wooden table. Several people are seated around the table, their hands and arms visible as they work. The table is cluttered with various items: papers with charts and graphs, a laptop, a calculator, a coffee cup, a small potted plant, and other office supplies. A large, white, torn-edge shape is superimposed over the center of the image, containing the chapter title.

Chapter 7

Positive, Neutral, and Social Business Messages



Types of Messages

- Positive or neutral
- Claims
- Adjustments
- Social business messages

Positive or Neutral Message

- Information will be pleasant, favorable, or neutral to the receiver
- The message may
 - Provide routine or unsolicited information
 - Request information or action
 - Respond favorably to a request for information or action





Direct Plan for Positive or Neutral Messages

- The opening
- The explanation
- The sales appeal (if appropriate)
- The friendly close



The Opening

Direct Plan
for Positive or Neutral Messages

- Give the positive or neutral information
- Be optimistic
- Provide coherence
- Use emphasis techniques
- Stress receiver interests and benefits



The Explanation

Direct Plan
for Positive or Neutral Messages

- Present related information
- Be objective
- Be concise
- Be positive



The Sales Appeal (if appropriate)

Direct Plan
for Positive or Neutral Messages

- Personalize for the receiver and situation
- Restore confidence or suggest alternatives
- Aim for quick action



The Friendly Close

Direct Plan
for Positive or Neutral Messages

- Build goodwill
- Be concise
- Be positive
- Express appreciation



Requests for Information or Action

- *Use the direct plan*
 - Present request and reason
 - Give information necessary to respond
 - Ask for action



Request Approvals

- *Use the direct plan*
 - Open with the good news
 - Provide details or an explanation
 - Include a friendly close



Claims

- *Use the direct plan*
 - Present the claim and its impact
 - Provide explanation with background information
 - State the specific remedy you seek
 - Include a friendly, optimistic close

Claim Adjustments



Approved!

- This is a positive response to a claim
- *Use the direct plan*
 - Positive information
 - Convincing explanation
 - Effective, personalized sales appeal
 - Positive close



Congratulations
for new business



Social Business Messages

- Congratulations
- Condolence
- Appreciation
- Invitation
- Holiday greetings
- Welcome

Congratulations



- Be personal, sincere, direct
- Immediately mention the honor or accomplishment
- Say why the receiver is deserving
- End positively

Condolence



- *Use direct plan*
 - Convey sympathy
 - Include only necessary details; use a positive and sincere tone
 - Offer assistance if appropriate
 - Refer to the future in a positive way



- Use the direct plan
 - Express gratitude
 - Provide supporting evidence
 - Express appreciation using words different than used in the opening

Appreciation

Invitation

Include all necessary information including date, time, place, suggested dress, whether the receiver may bring a guest, and an RSVP notation





Holiday Greetings

Holiday Greeting

- Acknowledge appropriate holidays in the countries where you have employees, customers, or suppliers
- Cards are the most common format
- Distinctive messages may be more memorable

Welcome

- Use the welcome as the main idea
- Provide details
- Use a personal close





Style in Social Business Messages

- Handwritten in times of sorrow
- Printed invitation for a formal social function
- Computer-printed message to welcome an employee or customer
- Commercially produced cards for brief personal messages
- Computer-printed letters for purely business situations
- E-mail and electronic greeting cards lack the personal tone desirable in social business messages

