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Assignment no 1

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Submitted to: Ms. Samreen Shahid

**Toulmin’s Model Case Study**

**Claim:** We need to reduce the phone activity in the sales department during the peak ordering hours so that we can improve our customer service and increase sales.

**Evidence:** Customers are experiencing difficulties in placing orders because all the phone lines are tied up and as a result, they are ordering from other wholesalers which is leading to a loss in sales commission

Johnson Wholesale House in Decatur has made competition in our field of wholesale drugs and its better customer service has made it easier for our customers to call them instead of us

Walgreen’s has increased its business with Johnson’s from a sixth to a third of its total drug business.

Several of the small independent drug stores in central Illinois have switched to Jonsans Wholesale House.

**Bridge:** By using pay phones for phone calls during peak ordering hours and using the phone lines for other purposes in no peak hours we can keep more phone lines open.

**Foundation**: As there is a lot of competition going on we can provide our customers ease to place their orders by keeping the phone lines open. This will help us to increase our sales and guarantee customer satisfaction also help us earn our place again.

**Counterclaim:** However, it is not necessary that reducing phone activity during peak hours will prove to be an effective solution as it can affect the productivity

**Rebuttal:** The reduction of phone activity in the sales department during peak hours and keeping more phone lines open for incoming calls is a necessary measure as it can improve our customer service which will lead to greater sales and customer satisfaction.