

CHAPTER 6

Positive Messages

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Writing Plan for Request for Information or Action

Opening Body Closing

Ask the most important question first or express a polite command.

Mary Ellen Guffey, *Essentials of Business Communication, 8e* Chapter 6, Slide 2

Writing Plan for Request for Information or Action

Opening Body Closing

- Explain the request logically and courteously.
- Ask other questions if necessary.

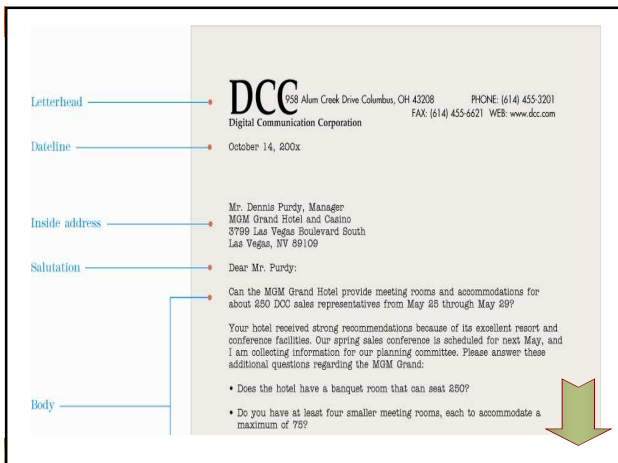
Mary Ellen Guffey, *Essentials of Business Communication, 8e* Chapter 6, Slide 3

Writing Plan for Request for Information or Action

Opening Body Closing

- Request a specific action with an end date, if appropriate.
- Show appreciation.

Mary Ellen Guffey, *Essentials of Business Communication, 8e* Chapter 6, Slide 4



Letterhead → DCC
958 Alum Creek Drive Columbus, OH 43208 PHONE: (614) 455-3201
Digital Communication Corporation FAX: (614) 455-6621 WEB: www.dcc.com

Dateline → October 14, 200x

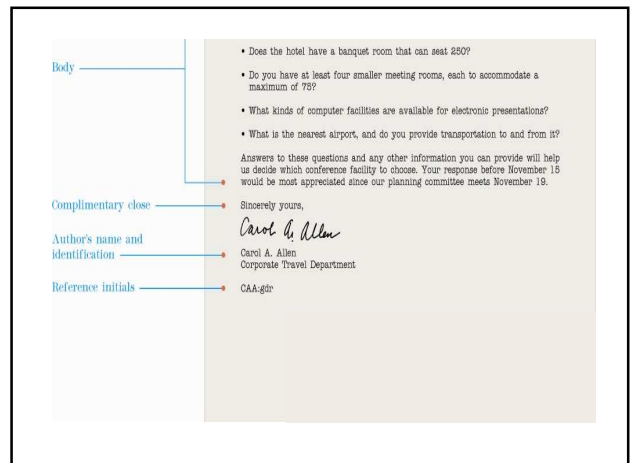
Inside address → Mr. Dennis Purdy, Manager
MGM Grand Hotel and Casino
3799 Las Vegas Boulevard South
Las Vegas, NV 89109

Salutation → Dear Mr. Purdy:

Body → Can the MGM Grand Hotel provide meeting rooms and accommodations for about 250 DCC sales representatives from May 26 through May 29?

Your hotel received strong recommendations because of its excellent resort and conference facilities. Our spring sales conference is scheduled for next May, and I am collecting information for our planning committee. Please answer these additional questions regarding the MGM Grand:

- Does the hotel have a banquet room that can seat 250?
- Do you have at least four smaller meeting rooms, each to accommodate a maximum of 75?



Body →

- Does the hotel have a banquet room that can seat 250?
- Do you have at least four smaller meeting rooms, each to accommodate a maximum of 75?
- What kinds of computer facilities are available for electronic presentations?
- What is the nearest airport, and do you provide transportation to and from it?

Answers to these questions and any other information you can provide will help us decide which conference facility to choose. Your response before November 15 would be most appreciated since our planning committee meets November 19.

Complimentary close → Sincerely yours,

Author's name and identification → *Carol A. Allen*
Carol A. Allen
Corporate Travel Department

Reference initials → CAA-gtr

2 inches from top or 1 blank line below letterhead

2 – 10 lines between dateline and inside address

1 blank line (double space)

1 blank line (double space)

Single-space paragraphs; leave 1 blank line (double space) between paragraphs

DCC
 899 Allen Creek Drive Columbus, OH 43228 PHONE (614) 455-2201
 Digital Communication Corporation FAX: (614) 455-6421 WEB: www.dcc.com

October 14, 200x

Mr. Dennis Purdy, Manager
 MGM Grand Hotel and Casino
 3799 Las Vegas Boulevard South
 Las Vegas, NV 89109

Dear Mr. Purdy:

Our MGM Grand Hotel provide meeting rooms and accommodations for about 650 DDD sales representatives from May 26 through May 29?

Your hotel received strong recommendations because of its excellent resort and conference facilities. Our spring sales conference is scheduled for next May, and I am soliciting information for our planning committee. Please answer these additional questions regarding the MGM Grand:

- Does the hotel have a banquet room that can seat 650?
- Do you have at least four smaller meeting rooms, each to accommodate a maximum of 75?

Body

1 blank line (double space)

Hit ENTER four times after complimentary close to allow space for signature

1 blank line (double space)

- Does the hotel have a banquet room that can seat 650?
- Do you have at least four smaller meeting rooms, each to accommodate a maximum of 75?
- What kinds of computer facilities are available for electronic presentations?
- What is the nearest airport, and do you provide transportation to and from it?

Answers to these questions and any other information you can provide will help us decide which conference facility to choose. Your response before November 15 would be most appreciated since our planning committee meets November 18.

Sincerely yours,
Carol A. Allen
 Carol A. Allen
 Corporate Travel Department
 CAA:ghb

Writing Plan for a Direct Claim

Opening Body Closing

Describe clearly the desired action.

Mary Ellen Guffey, *Essentials of Business Communication, 8e* Chapter 6, Slide 9

Writing Plan for a Direct Claim

Opening Body Closing

- Explain the nature of the claim.
- Tell why the claim is justified.
- Provide details regarding the action requested.

Mary Ellen Guffey, *Essentials of Business Communication, 8e* Chapter 6, Slide 10

Writing Plan for a Direct Claim

Opening Body Closing

- End pleasantly with a goodwill statement.
- Include end dating if appropriate.

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Writing Plan for Direct Replies

Subject Line Opening Body Closing

- Identify previous correspondence.
- Deliver the most important information first.

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Writing Plan for Adjustments



- Subject line is optional.
- Identify previous correspondence.
- Make a general reference to the main topic.

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Writing Plan for Adjustments



Grant the request or announce the adjustment immediately.

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Writing Plan for Adjustments



- Provide details about how you are complying with the request.
- Strive to regain the reader's confidence.
- Apologize if appropriate, but don't admit negligence.
- Include resale or sales promotion if appropriate.

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Writing Plan for Adjustments



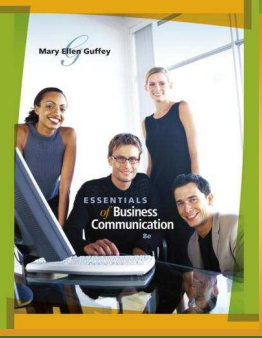
- End positively with a forward-looking thought.
- Express confidence in future business dealings.

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The Five Ss



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END

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