

Chapter 4

Routine Messages

Routine messages

- Compose a routine request. 请求信
- Compose a routine reply. 回复
- Compose a routine claim letter. 索赔信
- Compose a routine adjustment letter. 理赔信
- Compose a goodwill message. 友好信

Planning the Routine Message

- 1. Routine messages are necessary for day-to-day business operations.
- 2. When analysis indicates that the reader is interested in the content of the message, use a direct organizational plan: state the main idea first, followed by any needed explanation, and then a friendly closing.
- 3. The indirect organizational plan, often used for persuasive and bad-news messages, presents reasons or explanations before the main idea.
- 4. Determine whether a written message is needed. If so, you may transmit your message as an interoffice memorandum, a letter, or an e-mail message.



Advantages of a direct approach

- The first sentence attracts attention because it is in the emphatic position.
- When the first sentence is direct, then details follow easily.
- Good news puts receivers in a pleasant frame of mind, and thus receptive to the details that follow.
- The arrangement may save time. Once receivers get the important idea, they can move rapidly through the supporting details.

Routine requests

- Main request and justification (e.g., about banquet facilities)
- Explanation and details
- Friendly closing



Major Idea First

- 1. Present your request clearly and directly in the first sentence or two. Phrase it in the form of a direct question, a statement, or a polite request.
- 2. Clearly define the type of response you want, and phrase your request to get that response.
- 3. Remember that you are imposing on the goodwill of the reader. Ask as few questions as possible.
- 4. Arrange your questions in logical order, word each question clearly and objectively, and limit the content to one topic per question.

Explanation and Details

- 1. Provide enough explanation and details about your request so that the reader can understand and respond.
- 2. Remember reader benefits: the reader is more likely to cooperate if you describe how he or she is going to benefit from agreeing to your request.

Friendly Closing

- Close on a positive, friendly note. Show appreciation for the reader's cooperation without seeming to take it for granted. If appropriate, state and justify any deadlines or offer to reciprocate in some way.

Routine request

Dear Mr. Peterson:

Subject: Request for Information About Banquet Facilities

Would you please provide information regarding your banquet facilities.

We are considering holding our annual awards luncheon for 265 of our personnel at your hotel on March 25. Our decision will be based on answers to the following questions:

Routine request *(cont'd)*

1. Is your facility available from 9 a.m. until 3 p.m. on that date? We will need the additional time for setup and takedown.
2. Do you offer free use of audiovisual equipment? We would need a color projector and screen. We would supply the portable computer.
3. Do you have a variety of hot lunches that can be served tableside for between \$15 and \$18, including tax and gratuities?

Thank you for providing this information in time for us to make our site selection by January 15.

Sincerely,



Quiz

What is the content of the opening of a routine request?

- a. A general statement of goodwill
- b. A statement that introduces to writer to the reader
- c. An observation about the reader
- d. A clear statement of the request



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- b. A statement that introduces to writer to the reader
- c. An observation about the reader
- d. A clear statement of the request (correct)



Quiz

Which of the following is true about asking a series of questions in a routine request message?

- a. Ask the most important question first.
- b. Ask only relevant questions.
- c. Deal with only one topic per question.
- d. All of the above are true of routine requests that include a series of questions.



Quiz

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- b. Ask only relevant questions.
- c. Deal with only one topic per question.
- d. All of the above are true of routine requests that include a series of questions. (correct)

亲爱的格里森先生：

您能否向我提供你方的 HB-340 型便携式打印机的相关信息。我们有意购置 74 台轻型打印机，以便我们的客户专员在旅行途中搭配东芝 1200XE 型笔记本电脑使用。

我尤其想了解以下几方面的问题：

1. HB-340 型打印机是激光打印机吗？
2. 它是否由电池供电？由于我们要在旅行途中使用打印机，因此这种功能是至关重要的。
3. 该型号打印机是否兼容标准规格纸张？

我将十分感谢您传真给我相关信息，帮助我作出采购决定。我也非常乐意收到你们发来的订单信息。

真诚地，

卡罗琳·J·瑞尔森 (cryerson@pricewinston.com)

Price Winston 公司助理采购总监

电话：212-555-6103；传真：212-555-0377

In-class writing

- As an international student in China, you find that there are few sports facilities in your college. In order to maintain good health, you intend to take part in a sports club near the college. Write a letter to the club manager, asking for information about the club. Your letter should include:
 - 1. Necessary information about yourself
 - 2. How you come to know about the sports club
 - 3. Reason for taking part in the club
 - 4. Way of obtaining membership and others, such as the cost, hour, activities, facilities, and so on.

Routine replies

- 1. Put the “good news”-the fact that you are responding favorably-first, where it receives the most attention.
- 2. Answer promptly and courteously. If you appear to be acting grudgingly, you will lose goodwill.
- 3. Grant the request early in the message.
- 4. Be sure to answer all the questions asked or implied, and include additional information or suggestions that can help the reader.
- 5. Form letters often are used when a writer has to answer the same questions frequently. With word processing, such messages can be individualized easily.
- 6. If appropriate, promote sales or build goodwill.
- 7. End on a positive, friendly note.

Routine reply

Dear Mr. Olson:

Subject: Hosting Your Awards Luncheon

We would enjoy hosting your awards luncheon on March 25. Our L'Enfant Room, which has a lovely view of the Cleveland skyline, is available until 4 p.m. that day.

To offer round-the-clock service, we have contracted with an outside firm to provide all audiovisual services for a reasonable fee. You may make arrangements directly with GuestServ by calling the company at 555-1086.

Routine reply *(cont'd)*

For the health-conscious guest, we offer soup-and-salad lunches for between \$12 and \$18. We also offer a hot buffet line with your choice of two main dishes for between \$16 and \$20. Hot meals served tableside begin at \$21.75 for our popular braised chicken breast.

No matter what your choice, you will find that our facilities, food, and service live up to the “Cleveland’s finest” label recently awarded to us by Cleveland Monthly magazine. Please call me at 555-3288 to let me know how we might serve your organization.

Sincerely,

亲爱的瑞尔森女士：

主题：您请求的关于 HB-340 型打印机的信息

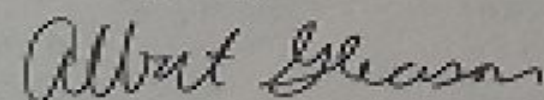
是的，我们的畅销产品 HB-340 型打印机的确兼容标准规格的纸张。该打印机拥有 15 英寸滑动托架，你们的专员可以在旅途中打印出复杂的电子表格。当然，该打印机也能轻易地调整以适用于 8.5 到 11 英寸的纸张。

为了保证安静操作和可携带性，HB-340 型打印机在白纸上使用喷墨打印。这种技术可以提供与激光打印机几乎同等的输出质量，但是成本却比后者的一半还低。

尽管很多旅行者在飞机上或者汽车上使用电脑，但是他们通常要等到达目的地之后才会打印文件。另外，HB-340 型打印机只用交流电源，因此它的重量大约减轻了一磅。不论电源插座距离多远，12 英尺的超长电源线能保证用户轻松地使打印机通电。

如果您想对 HB-340 型打印机进行试用，请联系当地百思买卖场，电话为 800-555-2189。他们会为您展示如何在仅增加 4 磅行李重量的情况下大幅提高生产力。

您诚挚地，



阿尔伯特·格里森，销售经理

In-class writing

- As the business manager for Maison Richard, a 200-seat restaurant in Seattle, you received an inquiry from Chris Shearing. She had several questions about the meat and fish served in your restaurant. Here are here questions and your answer.
- MS. Shearing is a well-known animal-rights activist, and you want to present your case as positively as possible to avoid the loss of her goodwill and any negative publicity that might result. Respond to her letter, supplying whatever other appropriate information you feel is reasonable.

- *Q: Are the cattle from which your beef comes allowed to roam freely on an open range instead of being fattened in cramped feedlots?*
A: No, allowing free-roaming would increase the muscle tissue in the beef, making it less tender.
- *Q: Are the cattle fed antibiotics and hormones?*
A: Yes, to ensure a healthy animal and to promote faster growth.
- *Q: Do your trout come from lakes and streams?*
A: No, they're farm-grown, which is more economical and results in less disease.

Routine claim letters

- 1. Write a claim letter as soon as you have identified a problem.
- 2. Address the letter to the company's order department or customer relations department.
- 3. Remember that the person you are writing to was not personally responsible for the problem. Be courteous and avoid emotional language.
- 4. Begin by identifying the problem, and then go on to explain it. Provide as much background information as necessary (dates, model numbers, copies of canceled checks or correspondence).
- 5. Describe the action you expect the reader to take.
- 6. End the letter on a confident note.

Routine claim letter

Dear Ms. Pearson:

Subject: Request for Valet-Parking Refund

Would you please issue Franklin Associates a refund check for \$426 to fix an incorrect charge for valet parking at a luncheon we held at the Berkshire on March 25.

We paid your Invoice 3042 for \$8,012 with our Check No. 941386. Upon reviewing your invoice, however, I noted a \$426 charge for valet parking for 213 vehicles at \$2 each.

Routine claim letter *(cont'd)*

Our contract with you states that “complimentary valet parking will be provided for all catered events with a total food and beverage charge of at least \$7,500.”

I have enclosed copies of your invoice, our check, and the contract. Thanks for taking care of this matter and for a truly memorable meal. Everyone is still talking about your delicious mile-high pie.

Sincerely,



Routine claim letter

Which opening paragraph is more appropriate for a routine claim letter?

- I am extremely upset with the failure of your company to honor the service agreement I purchased for our refrigerator.
- The service agreement I purchased on my refrigerator indicates that a new filter will be provided every year. Yesterday I received a bill for the first filter.

Dear Mr. Christ,

Subject: Service Agreement of new filters refrigerator

The service agreement I purchased on my refrigerator indicates that a new filter will be provided every year. Yesterday I recieved a bill for the first filter.

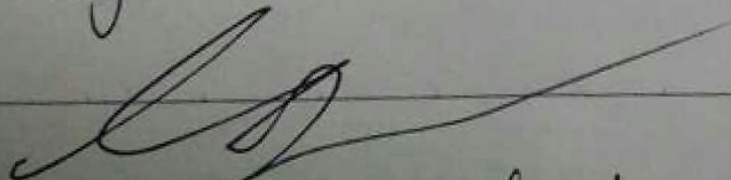
In fact, I bought one refrigerator on ^{the} 26th October 2014. According the contract No. xf004, your company will provide a new filter for me in free of charge every year but on the 27th October 2015 I got a bill for the first filter. The bill number is: 70623487. Based on the contract, I won't be supposed to pay for that bill.

~~///~~ please check the information and give me a feedback before the 10th November 2015.

I hope your company will deal with this then give me a new filter in free of charge as soon as possible.

Thank you very much in advance for your time and attention.
I am looking forward to hearing from you soon.

Best regards



Christiana Joseph - Tel: 1507362 210 Email: ~~Joseph~~Joseph@gmail.com

TO THE LG CUSTOMER'S RELATIONS DEPARTMENT:

SUBJECT: CLAIM LETTER

I am extremely upset with the failure of your company to honor the service agreement I purchased for our refrigerator.

On 25TH October, 2014 I purchased a new LG 310 refrigerator from your company with a service agreement that a new filter will be provided every year. But on 26TH October, 2015 I received a bill for the first filter.

Your company is well known for her reputable delivery of services and ^{good} customer relations. I thereby urge the company to uphold its good reputation by ensuring they follow every agreement they make with customers. I hope you will uphold our agreement.

I anticipate your urgent response in order to address this issue.

Sincerely,

Alice

阮映玉

董芳草 冯氏碧卿

Carmen

Aijike

阿马 陶氏添

Solomon

梨氏秋莺

亲爱的客户关系代表：

主题：复印质量差

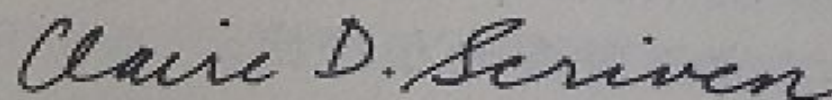
你在4月8日为我复印的13页全彩印刷品质量很差，根本不适合在最近的发言中使用，导致我被迫使用内部的黑白复印件来替代。

正如你在随函附上的资料上所看到的，纸张颜色混杂并且格式模糊。这些复印件在质量上与《商业管理》(*Business Management*)四月号第154页上快印先生的广告内容严重不符。

我已经作过与这些资料内容相关的发言，因此重新复印并不能解决问题。由于我尚未支付你方438.75美元的4073号发票，请取消该项费用。

我对此表示理解，因为有时尽管全力以赴，错误仍然难以避免。我相信你一定会及时纠正这个错误。

真诚地，



克莱尔·D·斯克里芬
营销经理

In-class writing

You attend an evening course in a school. but you find that the course is described on the course is different from what is described on the brochure. Write a letter to the school. In your letter.

- 1. explain the detail (s) of evening course
- 2. explain the differences
- 3. suggest what action school should take

Write at least 100wds.

Routine adjustment letters

- Overall Tone
- A claim represents a possible loss of goodwill and confidence in the company or its products, so the overall tone of an adjustment letter is crucial.
- a. Be gracious.
- b. Show confidence in the reader's honesty and in the essential worth of the company and its products.
- c. Use neutral or positive language ("the situation", not "our complaint").
- d. Answer promptly.

- Good News First
- Give the good news first: let the reader know right away that you are granting the claim.
- a. An apology usually is not necessary for small, routine claims.
- b. If the company has caused the customer to be severely inconvenienced, apologize in a businesslike manner. Do not repeat the apology later.

- Explanation
- 1. Explain why the problem happened and what steps you are taking to be sure it does not happen again. Be concise; do not belabor the problem.
- 2. Resale-information that reestablishes the customer's confidence in the company and its products-is important. But do not make promises you cannot keep.
- 3. If the customer is at fault, explain, tactfully and impersonally, how the problem can be avoided in the future.

- Positive, Forward-Looking Closing
- 1. Make the closing friendly and positive.
- 2. Do not refer to the problem here.
- 3. Do not apologize again.
- 4. Do not mention possible future problems.
- 5. Do not imply that the customer is still upset.
- 6. Include sales promotion only if you are sure that the adjustment has restored the customer's confidence in the product or service.
- 7. Use strategies that imply a continuing relationship with the customer.

Routine adjustment letter

Dear Mr. Olson:

Subject: Your Refund Check for \$451.56

Thanks for giving us the opportunity to correct our bill. The enclosed check for \$451.56 represents a refund of the valet parking bill of \$426 plus \$25.56 tax.

As you will remember, the day before your luncheon, you gave us a head count of 268 guests, which resulted in a bill of \$7,420—below the \$7,500 minimum for free parking.

Routine adjustment letter *(cont'd)*

Although we were happy to accommodate the eight extra guests who showed up without reservations, we inadvertently failed to note that they brought your total bill above the minimum required for free parking.

I appreciate your calling this matter to our attention, Mr. Olson, and look forward to serving you and your colleagues another slice of our famous mile-high pie in the near future.

Sincerely,



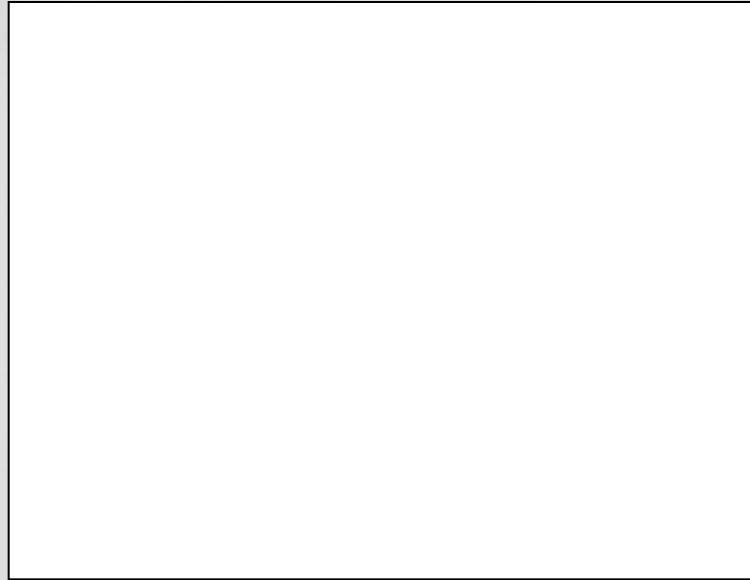
Routine adjustment

You brought a guest to your favorite restaurant for dinner. Service was unbelievably slow and the cook obviously had not shown up for work. You wrote the owner with all the details of your experience. What was your reaction when you read his response?

- *I am sorry to hear of the problems you experienced recently in our restaurant. It is unusual that something of this nature happens.*



Effective customer service



In-class writing

Assume the role of fulfillment representative at Paperbacks by Post, a book club that automatically mails members a selected paperback every month unless they send back a postcard declining the shipment. Although the system works well most of the time, occasionally a member receives a book even after returning the refusal postcard. In such cases, your company asks the member to take the parcel to the post office, which will return it at company expense. You also cancel the invoice and send the member a discount coupon toward future selections.

Write a letter that you can send to members who complain about receiving an unwanted shipment. Advise them to act promptly , posting returns no later than two weeks after receipt.

亲爱的斯克里芬女士：

主题：取消 4073 号发票

快印先生公司很乐意取消 438.75 美元的 4073 号发票。我们非常感谢您的来信并将样本资料发给我们的善意行为。

收到您的来信之后，我立即把您发来的资料送给我们的质量控制人员进一步检验。他们认为这些资料可能在出货之前进行了再次操作。我们已经修正了生产程序，确保产品在装运之前经过作业人员以外的其他人员检验。

为了给公司客户提供更好的媒体服务，我们正在安装施乐 DocuCenter480 复印机，这将是现今最复杂的专业彩印系统。下次订购我们产品时，你将发现这些资料比给您留下深刻印象的《商业管理》中的广告质量更好。

您诚挚地，

David Foster

大卫·福斯特

客户关系部

Goodwill messages

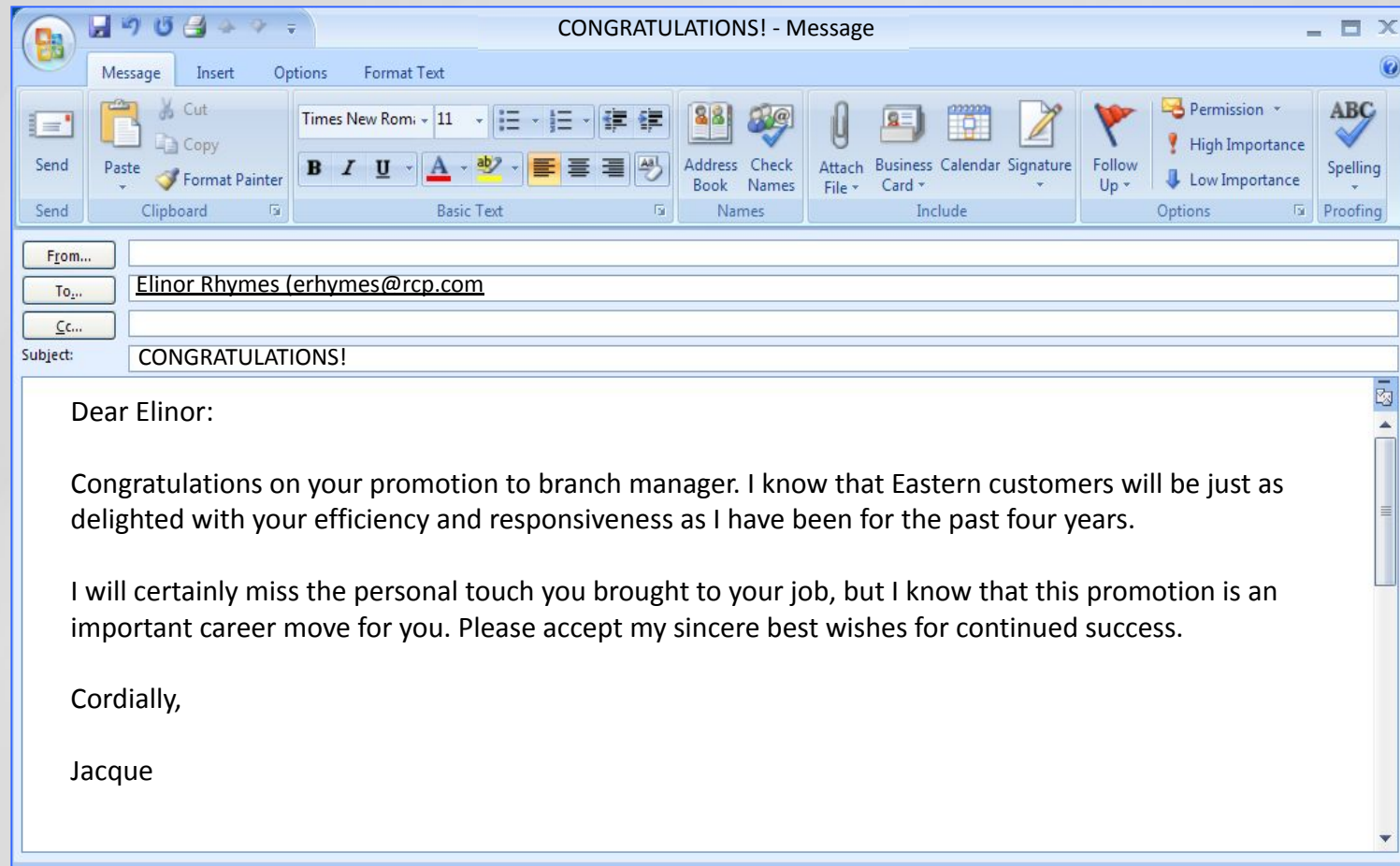
- Be prompt.
- Be direct.
- Be sincere.
- Be specific.
- Be brief.



Congratulatory Messages

- 1. Congratulatory messages should be sent for major business achievements and personal achievements.
- 2. Such notes should be written both to employees within the company and to customers and others outside the firm.

Congratulations message via e-mail



Thank-You Notes

- 1. A note of thanks or appreciation is often valued more than a monetary reward. A handwritten note is more personal, but you can send a copy of the note to a person's supervisor.
- 2. The note should be sent whenever someone does you a favor; everyone likes to be recognized.



Six-point formula to the proper thank-you letter

1. Greet the giver.

This is the easy part, but many forget it.

2. Express your gratitude.

This first paragraph is actually the most complicated.

3. Discuss use.

Say something nice about the item and how you will use it.



Six-point formula (cont'd)

4. Mention the past, allude to the future.

Why did they give you the gift? What does it mean to your relationship with the giver?

5. Be gracious.

It is not overkill to say thanks again.

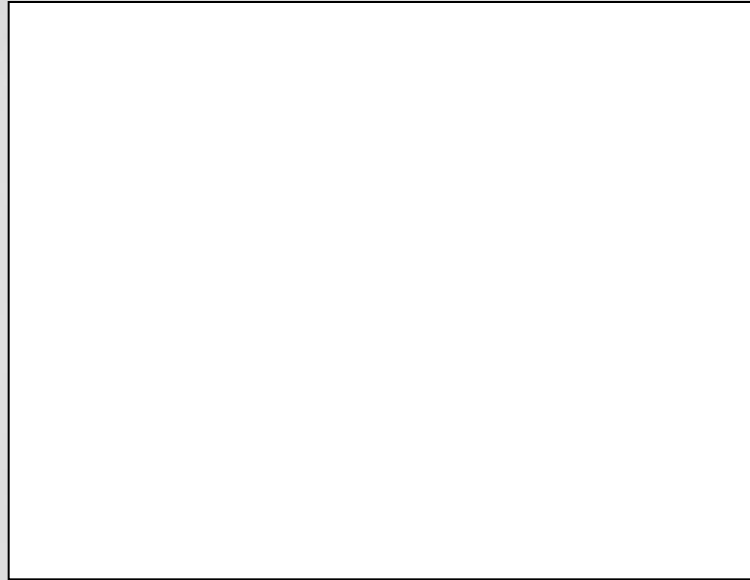
6. Send warm regards.

Simply wrap it up.

Source: Adapted from: http://www.themorningnews.org/archives/how_to/how_to_write_a_thankyou_note.php, accessed 10/1/07.



The importance of goodwill



He/she/they never said thank you!



- Think of a situation for which you would like to receive a thank you letter.
- Identify the thoughts that you would like to read in such a letter.
- Now, write the letter to yourself.

In-class Writing

- You have just arrived in the city where you are going to spend two years for your master's degree. You have a lot preparation to do before a new term starts, but you do not know how to go round the city. A friend you have newly acquainted offered you guidance and helped you through difficulties. Write a letter to express your thanks.

Key terms

- adjustment letter 理赔信
- claim letter 投诉信
- direct organizational plan 直接组织方式
- form letter 套用信函
- goodwill message 友好信
- indirect organizational plan 间接组织方式
- resale 重售