

## REVIEW OF KEY POINTS

- Sales letters should be tangible and direct, and they should attract the reader's attention, establish a close relationship with the reader, appeal to one or more specific buying motives, persuade the reader to act, and provide the reader with an opportunity to act.
- Claim letters should be evaluated closely in order to make an appropriate adjustment. Business experience; company authority; familiarity with company policy, industry standards, and consumer laws; and common sense are required to evaluate a claim, determine a fair adjustment, and approve the adjustment.
- Public relations specialists use persuasive appeals to promote new business by offering incentives, welcoming new residents, and using social-business communications.
- Goodwill messages use social-business format to improve working relations with others. Social-business communication promotes a company's goodwill by extending congratulations, condolences, or formal invitations.
- Form letters are used when you must respond to identical situations. Form letters with variables are used when similar, but not identical, responses are needed. For similar writing situations that occur frequently but vary in content, experienced business communicators use form, or boilerplate, paragraphs.

### CASE 10.1

#### Sales Letters

You are a representative from Godiva Chocolatier. You have been assigned to draft a sales letter that will be used on the company's Web site to develop the new business-to-business corporate gift division.

Using the five objectives and other recommendations for sales letters explained in Chapter 10, write a sales letter for Godiva's new site.

#### Internet Quest



#### Writing Appropriate Letters

Many citizens write letters to their federal or state legislators to express their concern or support on specific issues. Before writing such letters, it's important to know the appropriate style of communication and be knowledgeable about the person to whom you are addressing the letter. Go to [www.mhhe.com/cec9](http://www.mhhe.com/cec9) to find out more about your legislator and practice writing a support letter on an issue you firmly believe in.

## CEC Online



Winning the prestigious Nobel Prize in Literature is an amazing accomplishment. Review the Nobel Prize in Literature Winners Web site to see excerpts of excellent writing at [www.mhhe.com/cec9](http://www.mhhe.com/cec9).

## CASE 10.2

### Targeting Consumer Needs

Targeting products to specific consumer needs and wants is the key to selling your products.

- Visit [www.mhhe.com/cec9](http://www.mhhe.com/cec9).
- Find out why you might want to know about this company's products if you were planning a trip during your spring break.
- Find out what makes the company's packaging both reusable and environmentally friendly.

**What would you add to the Web site to market it more effectively in response to potential suppliers' wants and needs?**

## Communicating in Your Career

The art of acknowledging people is extremely important in social-business communications. Everyone—employer or employee, business associate, friend, or acquaintance—appreciates this type of communication.

Jackie Lakeview is a senior accountant with Roadway Trucking. You got to know Jackie during the ten years you drove trucks for Roadway. You left the company to return to school and earn a degree in accounting. Now, you want to send Jackie a thank-you note because, based on her letter of recommendation, you were hired for an entry-level accounting position with H&R Block. You decide to e-mail her a personalized thank-you note. Locate a card on the Internet and write a thank-you note that communicates your sincere thanks.

## Ethics in Action

### Check the Facts

You have been assigned to write the press release for your company. You attend to a lot of other duties throughout the day and realize later that the press release is due in a few hours. You are frustrated and tired, so you write what you can without verifying all the facts. You meet the deadline but have not checked any of the factual information provided to you. What are the potential problems in this situation? Is this ethical?