Delivering Good- and Neutral-News Messages

*Business Communication, 15e*  
Lehman and DuFrene
Direct Outline Used in Good- and Neutral-News Messages

OPENING:
States the pleasant or main idea

BODY:
Provides details and explanation

CLOSING:
Reminds receiver of the good news or main idea and includes a future-oriented closing thought

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Advantages of the Deductive Outline

- Begins with an ______________ sentence
- Gets _________ by responding to audience’s _______ to know
- Puts reader in good frame of mind in order to be ___________ to details
- Allows easy ___________ through the details after main idea is presented
Types of Good-News Messages

- Positive news messages
- Thank you and appreciation messages
- Apologies
- Routine claims
- Routine requests
- Order acknowledgments
- Credit information messages
- Messages extending credit
Positive News Message: Why It Works

A casual dress policy has been approved for First National Bank and will be effective July 1. As most of us agree, casual attire in the banking industry generally means “dressy casual,” since virtually all of us interact with our clientele regularly throughout the day.

To maintain our traditional professional image while enjoying more relaxed attire, please follow these guidelines:

**Men**
- Sport or polo shirt, with collars
- Khakis or corduroys
- Pants or skirt
- Loafers with socks

**Women**
- Pant suit
- Sweater or blouse with
- Loafers with socks
- Low heels with hosiery

Tennis shoes, open-toed shoes, sandals, jogging suits, shorts, jeans, sweatpants, and sweatshirts are inappropriate. Formal business attire should be worn when meeting with clients outside the office.

Please visit the HR website for the complete casual attire policy and illustrations of appropriate casual attire. If you have questions as you begin making changes in your wardrobe, please call me at ext. 59.

Analysis

Announces approval of policy

Explains policy clearly, including a table formatted for quick, easy access to details

Encourages open discussion
How can employees build lasting relationships with customers or clients?

1. Thank them regularly for their business

2. Offer them discounts if they order every month or every quarter

3. Provide small “gift with purchase” over a certain amount
Making the Most of Appreciation Messages

- Say “thank you” in a timely manner
- Avoid exaggerated language that is not believable
- Make specific comments for what you are thankful
Appreciation Message: Why It Works

Appreciation for Outstanding Work

Shaz,
Completing the ropes course at Camp Horizon was a memorable and life-changing experience for every member of our office staff.

Your facilitators were masterful in allowing our teams to take risks while ensuring their safety. The course provided a diverse series of activities that enabled each staff member to participate, regardless of our physical limitations. It was interesting for us to identify the real leaders in our office.

In the words of one colleague, “The ropes course has shown me I can do more than I have come to expect of myself.” Thank you for helping us see our potential.

Analysis

Extends appreciation

Gives evidence of activity’s worth without exaggeration or mechanical language

Restates appreciation by assuring reader of benefits gained
Distinguishing Between Resale and Sales Promotion

- Resale — discussion of goods and services

Remember that your 20 oz. cups are dishwasher and microwave-safe.

- Sales promotional material — statements made about merchandise or services

When your cups arrive, also look for our new catalog so you can design customized cups for your baseball season.
Requirements of the Equal Credit Opportunity Act

- Must notify credit applicant of credit decision within 30 days of receipt of request
- Must disclose terms of credit agreement
- Must disclose reasons for refusal if denied credit
- Must disclose name and contact information of any consumer reporting agency
Extending Credit: Write Deductively

- Open with _______ extension and _______ information
- Indicate basis for credit extension and explain ______
- Outline credit _________
- Communicate genuine desire to build _________ _________
Guidelines for Procedural Messages

- Begin each numbered step with an action statement
- Place each step on a separate line for easy reading
- Consider preparing flow chart
- Follow your own instructions
- Ask someone else to follow instructions
Procedural Message: Why It Works

Procedures for Requesting Computer Service

2. Provide the information requested. Be certain to complete the required items denoted with asterisks.
3. Check your email for a service order confirmation, typically within 24 hours.
4. Complete normal shut-down procedures when leaving your computer station. Although the service work will be performed after hours, technicians will start your computer using their personal login procedures.
5. Check your email for a service completion notice, and message us if the work was not completed to your satisfaction.

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Analysis

Provides descriptive title that clearly identifies procedures

Enumerates to direct attention to each sequenced step; begins each item with an action verb for clarity

Includes date of last revision for currency.

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Guidelines for Writing to An Intercultural Audience

- Write naturally but avoid ________________, ______, technical jargon, sports and military ____________, and other vague devices
- Avoid words that trigger ____________ responses
- Use simple terms but be __________
- Consider the subtle differences in the ways specific cultures __________ messages

Continued
Guidelines for Writing to An Intercultural Audience

• Use __________, visual aids, and forms to simplify ideas

• Use __________ for expressing numbers

• Write out the name of the _______ in international correspondence