

Creating a Business Letter

Assignment Description- "Letter denying customer's request"

Letter to Mr. Moore

You are the manager of a large sporting goods store that has been trying to establish an Internet business for the past nine months. A customer, Mr. James Moore, writes you that he purchased a camping refrigerator for \$150. Before this purchase, Moore has made three smaller mail order purchases, which total about \$60. Moore tells you that a friend of his ordered the same refrigerator "a few days" after he bought his and was charged \$48 less.

You investigate the situation and discover the following facts: Moore ordered his camping refrigerator early in August during the camping season. However, the last of August, three weeks after Moore had bought his refrigerator, the store ran a special sale which reduced major camping equipment up to 40%. The refrigerator was reduced during that sale to \$102. You mailed circulars and sent emails announcing the sale, and Mr. Moore is on both mailing lists.

You decide that you cannot establish a precedent of giving sale prices to customers who purchase the item before special sales are announced, especially after 3 weeks and during a change of seasons. **Write a letter to Moore denying his request but keeping his goodwill and future business. Be reasonable but don't go overboard. Don't give him a refund, and if you choose to give him any future incentives (coupon, special discount, etc.), be frugal.**

Don't forget to use standard letter formatting. You can be creative with the company name, letterhead, etc., as well as your solution to the problem.

Note: This is a "bad news" letter.

- Write Only the part of **beginning, middle** and **end** of the business letter on page 4 for "bad news" according to the instructions.

Good News and Bad News

Good News	Bad News
may be placed it in the first sentence of the first paragraph	should be embedded within the first paragraph
may be used to open and close paragraphs	should be embedded within paragraphs
should receive more space and text	should receive less space and text

Avoid negative language, such as

no	cannot
do not	damage
refuse	mistake
stop	problem
loss	failure
	error
unfortunately	
unable	

Further, don't point out your reader's mistakes by using phrases such as these:

- ï You neglected to read...
- ï You ignored instructions...
- ï We fail to see how...

Don't demand or insist, as these phrases imply:

- ï You should...
- ï We must insist that you...
- ï We must request that you...

Avoid implying dishonesty by writing

- ï You claim that...
- ï Your letter implies that...
- ï You insist that...

Avoid ambiguous phrases like these:

- ï No doubt...

- i You will of course...
- i Of course, you understand...

Don't use inflated, impersonal phrases, such as this one:

- i Your cooperation in this matter is greatly appreciated.

Goodwill

Another important aspect is to **keep the goodwill of the reader**. In other words, be **respectful**. If you need cooperation, ask for it **politely**. If you make mistakes, own up to them and correct them. If you must deny a request, do so politely without assigning blame. (You may want to use the "diplomatic passive" in these writing situations.) Use a **courteous** tone. Be positive and tactful. Ask yourself this question when writing correspondence: If I received a letter with this tone, would I be willing to cooperate?

LA Sporting Goods, Inc.
1327 College Ave,
Arlington, Florida 32216

April 11, 2021

James Moore
3509 Daniel Lane,
Fort Worth, Texas 76134

Dear Mr. Moore:

Beginning: (The beginning paragraph **must** clearly state the main message of the letter, usually in the first sentence.)

If the news is negative, prepare your reader first with a few sentences that set the context.)

Middle: (Every **letter** needs **at least 1 middle paragraph**. Letters with at least 3 paragraphs create a positive relationship between the reader and writer.)

End: (The closing paragraph has some vital jobs. It must tell the audience:

- **who** will act next
- **what** will be done
- **when** will it be done
- **who** to ask if questions come up (with contact information)

If it doesn't answer these 4 questions, then it's not an effective letter. The reader will not feel that the writer is willing to be helpful.

Further, you may want to include the benefit to the reader if they follow through with the requested action, such as this sentence: As soon as we receive the signed application, we will process your application immediately so you can begin saving 15% on each order.

Sincerely,

Sandra Jones