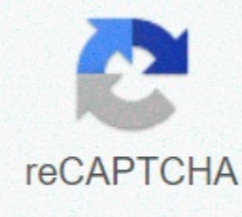




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Good news and neutral messages

1 Get to the point in Good News and Neutral MessagesChapter 7 Md. Al-Amin (Mi) 2 Good News and Neutral MessagesAt work, you handle mostly neutral messages and good news A message that receives the favorable response from the reader is called a good news message and a message that receives neutral response, A neutral message is called Many communicators fail to successfully organize good news and neutral messages To succeed, follow effective plans and strategies 3 Types of Organizational Plans There are two types of organizational plans Direct Plan Indirect Plan 4 How to decide a Good start is to evaluate readers' likely response Positive or neutral response should invite you to adopt the direct plan negative response , should invite you to implement the indirect plan 5 Direct Plan You communicate the message directlyYy comes to the point You have direct questions or answers as such, suitable for good or neutral news 6 Examples of Good News and Neutral MessengersRoutine inquiries Thank you messages Direct claims Allocation adjustments 7 Routine Enquiries Involve questions involving asking questions Involving giving answers 8 The General Direct Plan for Routine Enquiries: Asking for InformationDirect plan contains 3 sections- Start with the goal that the remaining purpose ends with goodwill 9 Starting with the ObjectiveThere is 2 starting with a direct question and don't ram around Example: Can you please send me the entry requirements information about the MBA program? 2. With a brief statement to orient the reader, followed by the question Example: The one-year extended MBA program you advertised on June 19 seems like a good opportunity for me. To help me decide on the program, can you please provide me with information about the enrollment requirements? 10 Start with the goal (cont.)Previous examples are concerned about one piece of information Happening if you need multiple pieces of information at the same time? 11 Start with the Goal (cont.)Get immediately in question Entails asking the broad question to start with this broad question, will other questions you should ask in the next section (remaining part of the goal) Example: Start with the goal: Can you please send me further information about the MBA program you advertised on The Guardian on June 19? (A broad question) Remaining objective/body: will evocot other questions 12 Showing the Remaining Part of ObjectiveOther questions (derived from the purpose of previous example) 1. What are the tuition fees? 2. How should I make the payment? 3. Are there any bursary opportunities? 4. Can I undertake a research project? 13 What the remaining part of objective (cont.)How to determine the questions? Don't combine two or more questions in the same sentence. Stressed each elements divide the sentences separately using a bullet (e.g., □) Have separate paragraphs if you need to explain the question You can rank the questions (e.g. by numbers 1,2,3, etc. Focus on true or solid question form Do not: It would be really nice if you could tell me..... Do: Will you please tell me 14 Ends with Goodwill End the message with appropriate friendly comments A closing like Thank you or If you need further information, please don't hesitate to ask is polite, but they are conventional and clichés Use a closure that is example tailor-made: If you will answer this question about the MBA app , I can send the application form before you get busy with admission tests Do not use vague expression (eg. once you will send the application form before you engage in admission tests Do not use vague expression (e.g., once you possibly, at your earliest convenience) while closing the message 15 Example: Ask for InformationDear Mr. Ian Heywood: I put the ad for the Edinburgh MBA program you posted on The Guardian a week ago. I am interested, I would like additional information specifically, I would like to know the tuition fees, accommodation fees, bursary opportunities, research activities and other information you think are relevant. If the information you give me is favorable, I'll undertake the program. Please come back to me as soon as possible. Sincerely, Kenneth 16 Features of Previous MessageBegins slow writers don't immediately get to the point There are no genuine questions Give only the tips for the information Haven't ended with goodwill Ending Part is tight and vague 17 Your turn Write the Message again and establish an effective direct message Using the tactics and plans that have so far been covered an effective and direct MessageDear Mr. Message : Will you please answer the following questions about the Edinburgh MBA programme advertised on June 19 on The Guardian? What are the annual tuition fees? Is library membership, printing and gym membership included? Is there any scholarship opportunity for Bangladesh students? How much do you ask for accommodation facilities? Are utilities included? Can I do a research project while doing the programme? What are the research areas? I look forward to learning more about your MBA app. I hope to sincerely send you the formal application by June 26, Kenneth 19 Identify the message being answered: Give InformationBegin with the Answer logically arranging the answers that proficiently consider extras closing heartwarmingly 20 Start with the Answer Directive is prioritized Start by replying What happens if you have more than one answers? Involve telling you gives the readers what he or she is looking for- Example: Here are the answers to your questions about the Edinburgh MBA program 21 Logies Rule the AnswerYy has little to do you answer one question You must order the answer logically when you have a series of questions to answer good communicator, should number the answers, especially if the reader numbered the questions 22 Proficiently handling the NegativeHow to deal with the negative elements? Remember the strategies 23 Proficient Handling of the NegativePlace the good news first with high emphasis Play off the impact of negative words Avoid the negative words Deliberately emphasized on the positive elements 24 Considering extras To build good will, you should consider, including extras Add some valuable extra pieces of information that the reader did not ask for extras will help the reader make the decision and establish a good business with you Example of graduates- 95% of our MBA graduates getting into jobs within 6 months of graduation 25 Closing Cordial Ends should cordiallyExploit the polite words that fit the case For example, please let me know if you need further help deciding whether the Edinburgh MBA will meet your requirements 26 Example: Give InformationDear Mr. Kenneth: I received your message , in which you inquire about our MBA program. I want you to know that we appreciate your interest. In response to your questions about scholarship, tuition fees, I regret to inform that the fair is not available at the moment and the programme will cost you £27,000. In terms of accommodation and research work, we do not provide student accommodation facilities and research project can be undertaken towards the end of the programme. Please send your application before I get busy with the admission tests and maintenance. Sincerely, Ian Heywood 27 Features of Previous MessageAn indirect and ineffective response It continues to delay the answers While replying, the message emphasized to negative elements Effective extra pieces of information did not appear The ending was not cordial and the author was in a hurry 28 Your Turn Write the Message again and establish an effective direct response 29 an effective and direct response : Here are the answers to your questions about our MBA program. The annual tuition fees are £27,000 which can be paid in 3 instalments. Yes, the tuition fees cover the library membership, printing and gym memberships. The bursaries are not available. However, you can try Commonwealth Scholarship available in Bangladesh. Student housing facilities are located nearby and they will cost you around £120 a week. We intend to establish our own residences by next year. Yes, all utilities are included in the weekly rate. Yes, you can undertake the research program in the field of HRM, Strategic Management, Entrepreneurship and Leadership. You'd be happy to know that 95% of our MBA graduates get into work or further education within 6 months Graduation. Please do not hesitate to return to me if you need further assistance in deciding whether you will undertake the Edinburgh MBA programme. Good look with the application in advance. Gings, Dr. Ian Heywood 30 Features of previous messageVery direct and effective response Get to the answers right away Play down the negative elements Highlighting on the Positive Elements Exploitation of the Extras 31 Built Goodwill with a Thank You MessageAcknowledgments Sent to People to let you know who orders goods know the status of their orders Communicate when the goods shipped Many companies use a generic form or computer messages Individually written acknowledgements are sometimes justified an effective recognition not only acknowledge the order but also establish benevolently 32 How to pinpoint the RecognitionStep-1. Goal – Get to show right away - Start with good news - the products are shipped/dispatched - Don't ram around and waste the words Good example- The iPhone 6 you ordered on June 25 should reach you This leaves our Aberdeen store today by Royal Mail first class 33 How to establish the RecognitionYou can also start with a hot expression of thanks placing your very first order on June 26. The item must reach you by Wednesday. It leaves our Aberdeen store today by Royal Mail first class Step-2: Remainder of the message/body: Except when some of the good ordering should be delayed, the rest of the message should be devoted to goodwill building Step- 3: End up on a goodwill note as well as 34 Tact in order to acknowledgeSometimes you are unable to send the recognitions routine and expect and create "... a serious problem It's worth the negative news Use positive words and focus on what you can do example- Don't: We can't send the iPhone until the 9th Do: We'll rush the iPhone at you once our stock is complemented by a shipment due June 29 35 Tact in Order Recognition (cont.)What happens if you received a vague order? Don't accuse the reader for providing insufficient information You should request the information you need- Don't: You failed to specify the color of the iPhone 6 you want to Do- So we can send you exactly the iPhone 6 whatever you want, please check your choice of colours on the space under 36 Examples Dear Mr Anderson, Your April 4 order for £539 worth of iPhone 6 is received. We are happy to have this order and hope that this marks the beginning of a long relationship. As you have instructed, we will bill you for this amount. We sent the goods through Royal Mail first class. We look forward to your future order. Sincerely, 37 features of the previous recognitionIt begin indirectly to begin with, it has the Of the sequence Although it is intended to produce goodwill, the second sentence further delays Our emphasis instead of taking a stand 38 Your task Establishes an effective recognitionUse the techniques covered so far 39 Sample Dear Mr Anderson: Your choice of iPhone 6 was sent today by Royal Mail first class and should reach you by Wednesday (directly/to the point right away). As you requested, we send you an invoice for £539, including sales tax. Welcome to Aberdeen Apple Store. Our representative, Mr. Smith will call you from time to time to offer whatever help he can. He's a highly accomplished technical adviser on Apple Products, especially iPhones. We will do our best to give you the most effective service. And Apple family will continue to develop more innovative products in the future. We truly appreciate your order, Mr. Anderson. We are determined to serve you well in the years ahead. Sincerely, 40 Direct Claims Step 1: Start with the claimOpen with a direct claim a polite but direct statement should appear to the start Example- Please apply the invoice (#6379) for our May 10 order to remove the £5 shipping charge Step 2: Move to an explanation Should the reader provide with relevant information Example- Because our order totals £70, we are able to take advantage of your offer for free shipping on orders of £50 or more and should not have been charged a shipping fee. 41 Using Directness for Claims (cont.) Step 3: End with a goodwill closure You close must end with an expression of good will Example- Please send a correct copy of the invoice to me at We look forward to ongoing business with National Office Supplies. 42 Examples Dear Mr. George: As you know, we've been buying your products for 10 years. We've always depended on you for a fast, and accurate service, which unfortunately looks like it didn't happen this time. You can imagine how shocked I was when I opened the order expecting masks and googles, but found gloves and half the masks I ordered. I was also surprised to see a bill that was £100 more than I had planned. I tried to call you, but you didn't answer, so I halfed a voice message. I think you want to fix it quickly, so please call me or me and let me know what you're going to do. If my employees don't have masks and googles tomorrow, employees can't work, and we'll have to turn down our production line, which will cost us a lot of money. It was a disappointing service and I'm pretty sure it won't happen again as you've always been accurate in the past. We might hate to think that we should go with another supplier. Thank you. Alex 43 Feature of the MessagesThe message begins very slowly with an explanation of the situation The paragraph does not describe the problem There is wording here is clear, but too many strong The is angry and abusive Late a bad final impression 44 Your task organizes and establishes the direct claim Use of the techniques covered so far 45 Direct approach Dear Mr. George, Please send 50 safety googles and 100 face masks, as well as a new invoice, to replace the wrong order that arrived this morning, but today I have only 50 face masks and 15 boxes of safety If you send the order today, we must receive it tomorrow. Our employees need the safety equipment so we keep the production line going. Please let me know how you want to handle the return of the order. Thank you for your collaboration and outstanding business. Alex 46 Adjustment Allowances Step-1: Start With the Good NewsStep-2: Move to an Explanation Step-3: End With the Goodwill Closing 47 Consider Special NeedsNeed to Find the Negative Impression Spot Yourself in the Shoes To overcome the readers In the opening you can do more than just give the affirmative answers Example – The enclosed check for \$90 is our way of showing you that your satisfaction is our top priority Don't remember the real situation. Your reader is aware that Avoid negative words such as mistakes, trouble, damage, broken, problem, problems and loss Should you apologize? You can apologize and risk the negative effect Example- we sincerely regret the inconvenience..... we're sorry to know that..... 48 Consider the Special Needs (cont.)Must regain the lost confidence First correct the problem right away Tell your reader what was done as convincingly and positively as you can As went wrong, was a rare and inevitable situation, you should explain it You can also tell how the product should be all used in everything, you should be honest , professional and reader focused 49 Sample Dear Mr. Asif: We received you May 1 claiming reporting that our shipment of Old London lamp-post lights reached you with 17 broken units. We regret the inconvenience and can understand your unhappiness. Following our standard practices, we have thoroughly investigated the situation. Apparently, the debt is the result of an inexperienced temporary employee's negligence. We have taken corrective measures to ensure future shipments will be packed more carefully. I'm happy to report that we're sending you replacements today. They need to reach you before the sale starts. Our driver will pick up the broken units when he makes delivery. Again, we regret all the trouble caused. Shahriar Hasan 50 Features of the messageIndirect approach It did not start with the good news Apologize twice and risk the negative effect a lot of negative elements Remember the situation again and again 51 Your task Establishes a direct message in overcome the negative impressions and regain the lost confidence 52 Direct Approach Approach Mr. Asif: Seventeen carefully packed Old London lamps lamps should reach your sales floor in time for your Saturday promotion. Our manager left our warehouse today with instructions to deliver them to you on Friday. Because your satisfaction with our service and product is important, we have thoroughly checked our shipping procedures. It seems that the shipment to you was packed by a temporary employee who fills in for a hospitalized veteran packer. We now have our veteran packer back at work and have taken measures to ensure better performance by our temporary staff. As you know, the Old London lamp-post lights have become one of the hottest products in the lighting field. We are confident that they will contribute to the success of your sale. Thank you, Shahriar Hossain 53 Thanks! You!