LESSON 22

INQUIRY/REQUEST

Outline:

Persuasive Requests
Replies to Inquiries

o Give the Exact Information Requested

o Express Appreciation for the Inquiry

o Sell Your Organization or Product

o End with a Positive Closing
Replies to Persuasive Requests

o Start with a Cheerful “Yes”

o Confirm Details of the Request and Acceptance

o Offer to Do More than Requested

Refusal to Inquiries / Requests

o Start With a Friendly Buffer Paragraph

o Tell the Reader Why You Cannot Say Yes

o Avoid a Negative Refusal

o Give Encouragement And, When You Can, Give Help Model Letters

Letters of Recommendations

Writing appreciation Letters

Writing Letters of Congratulation

Writing Announcement, Invitation, and Welcome Letters Writing Get-Well Wishes and Sympathy Letters

Persuasive Requests

A request for cooperation, gifts or favors, without any intention to buy or sell, is a persuasive request. This type of letter attempts to persuade the reader to spend time or money or to go to some trouble to help the writer - usually without benefit to the reader.

1. Begin with something that will interest the reader

• Altruistic Appeal

• Reader-benefit appeal

• Individual responsibility appeal

• Personal experience appeal

2. Follow through with the reason for the request

• Emphasize an advantage to someone other than the writer

• Compliment the Reader

3. State the request in definite and specific terms

4. Stimulate action with closing remarks

5. Reflect an optimistic outlook

Study the following letter has a persuasive request: Dear Residents,

The Welfare Society of G-Block is conducting a survey of our members in an attempt to obtain
information which will help in improving the quality of our services and thereby benefiting our
worthy members. The information received from you will help us in identifying the problem
areas.

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In addition, our project Review Committee can benefit from information regarding strength and
weaknesses of our programming as well as suggestions for improving them.
Other members and I eagerly await your reply. Please return the survey in the enclosed envelope
by September 20.

Yours sincerely,

Replies to Inquiries

Use the direct plan when you say ‘yes’ to an inquiry or request, and be sure to follow the suggestions listed here in your reply:

1. Give the Exact Information Requested

• State in the first sentence that you are granting the request or answering the inquiry. A
 common error in answering inquiries is failure to answer some of the questions asked.

Prevent this common error by marking on the letter of inquiry the points or questions to be addressed. Before you send your reply, double-check with the original letter to see that each point or question has been adequately covered.

• When answering ‘yes’ to a request for an appointment or reservation, repeat in your letter
 all the details such as date, time, and place.

The following letter shows an answer to a request for a reservation: Dear Mr. Ali,

We are happy to receive your registration form and deposit for the 21st Century Marketing Conference to be held April 3-7 in Lahore.

The Lahore Hilton has set aside a block of rooms at a special discounted rate for conference
attendees. The rate is Rs. 1000 for a single, Rs. 1500 for a double. To make reservations, call 00 -

11 - 22 before February 1.

Pakistan International Airlines is offering conference attendees up to 40 percent off the regular
fares. To make flight reservations, call 800-684-4000, and refer to identification number J0969.

When you arrive at the conference, be sure to register before noon on Monday, April 3, so that
you can attend the 1:00 p.m. special roundtable discussion by market analysts.
 Yours truly,

2. Express Appreciation for the Inquiry

Tell the customer, either directly or by implication that you are glad he or she has written to you about one of your organization’s products or services. Write in the spirit of service and goodwill. The tone of your reply should express your appreciation.

3. Sell Your Organization or Product

Put “sell” into every letter you write. An inquiry tells you that the customer was interested when he or she wrote, but what guarantee do you have that the interest is still “hot”? Stress the benefit of converting interest into action.

4. End with a Positive Close:

If appropriate, offer to give further assistance and end with a goodwill closing. When inquiries are clear, concise, and specific, they are easy to answer.

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Look at the following example. Immediately after the request was received, the following reply
was written. Since all the customer’s questions could be answered positively, the writer used the
direct approach.

Enclosed are samples of the paper we recommend for letterhead stationery. We are happy to answer the questions in your June 15 letter because the content and design of your organization’s letterhead create a first and lasting impression of your organization………….

Study this example:

Dear Mr. Hassan,

Thank you very much for your letter of May 21 in which you requested us to send you the latest Catalogue and pricelist of our office supplies and equipment. I sent them this morning, by First Courier Service.

The Catalogue gives complete details of our products I am sure you would find them suitable to your requirements as usual.

I am looking forward to hearing from you soon. Yours sincerely,

Replies to Persuasive Requests

It’s easy to answer a persuasive request when you can say “yes”. A smiling “Here it is” or “I’ll be
glad to” just about sums up the reply. Follow the direct plan and use the suggestions listed here.

1. Start with a Cheerful “Yes”

Open your letter with the good news that will make your reader happy:

“I’ll be at the seminar to help in any way I can. The solution to the problem of tax increases is important to me too, and I’m glad you planned the seminar”.

If the request is granted grudgingly or with reservations, you will probably lose the goodwill you could expect to gain by saying yes.

2. Confirm Details of the Request and Acceptance

The confirmation can be included with the “Yes” in the first paragraph, as in this opening
sentence: We are pleased to enclose the entrance requirements to our graduate business
program. Otherwise, the confirmation should follow in the next paragraph and should repeat the
details of the request to be sure that reader and writer agree. For example, a letter accepting an
invitation to give a talk at a meeting should confirm the day and date, time, place, subject, and
length of the talk. Or, if a contribution is enclosed, the letter should state the amount and purpose.

3. Offer to Do More than Requested

The “something extra” may be an offer to do more than request.

For example, a professor is invited to speak at a convention in Islamabad, with expenses paid but
no fee. The professor not only accepts but also offers to come at no expense to the nonprofit
organization:

Since I will be in Islamabad that week on other business, I shall be happy to speak to the convention on Monday, May 1, or Tuesday, May 2, at no expense to your organization.

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Study the following model letters, both inquiry and replies to it:

Gentlemen,

A few days ago I visited the office of a large corporation in Karachi, and was much impressed with the layouts of their various departments in which modular furniture is displayed. During my visit, I inquired about manufactures of such equipment and was told that you have an entire building in which various modular furniture and equipments are displayed.

I would like very much to visit your Exhibit Building. I can come any time that is
convenient for you. If I do not hear from you to the contrary, I will plan to visit you on Thursday,
March 8.

Cordially yours,

Reply to the above Inquiry:

Dear Mr. Abid,

I am delighted to know that you are planning to visit us on Tuesday, March 8. The Exhibit Building is open from 8:00 a.m. to 5:00 p.m., so you can come anytime.
 I thank you for your interest.

Sincerely yours,