LESSON 11



PROCESS OF PREPARING EFFECTIVE BUSINESS MESSAGES

(Continuation of Lesson 14)

Outline:

Process of Preparing Effective Business Message (Continued)

o Choose the Ideas to Include

o Collect all the Facts to Back up These Ideas

o Outline - Organize - Your Message Organizational Plan

o Direct or Deductive Organizational Plan/ Approach

3. Choose the Ideas to Include

While answering a letter, one can underline the main points to discuss and get the ideas briefly on   
a pad. If one is writing unsolicited or a complex message, one can begin by listing ideas as they   
come to mind. Then the most important facts can be changed into message. It is better that the   
message written to welcome a customer should have other incentives or policies what the firm   
offers.

Consider your reader’s viewpoint (be in his place) Read company’s document

Talk with your colleagues, customer etc. Ask your audience for input

4. Collect all the Facts to Back up these Ideas

After the main ideas, the writer/speaker should ask himself what specific facts, updated figures or   
quotations he needs. The knowledge of the company’s policies, procedures, and product details is   
necessary for an effective communication. A brochure, table picture, or product sample is also   
useful to enclose.

Find out and be sure about the following:

Be sure that the information is accurate   
Be sure that the information is ethical   
Be sure that the information is pertinent   
Select an appropriate channel

5. Outline - Organize - your Message

The order in which the ideas are to be presented is as important as the ideas themselves. Disorganized writing reflects disorganized, illogical thought process or careless preparation. Choose the organizational plan after the purpose has been finalized by collecting all the necessary facts. Ask yourself: “How will the reader or listener react to these ideas?”

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Organizational Plans:

1. Direct (Deductive) Organizational Plan

Direct (Deductive) Approach:

When you think that your audience will be interested in what you have to say or willing to   
cooperate with you, you can use the direct or deductive plan to organize your message. It means   
you present request or the main idea in the beginning, which follows up necessary details and   
then you close your message with a cordial statement of action you want. We use this approach   
when the request requires no special tact or persuasion. Close to direct request is the good-news   
plan that is used to grant requests, announce favorable or neutral information and exchange of   
routine information within or between organizations. Look at the outline of direct organizational   
plan and good-news plan.

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| Direct-Request Plan |
| 1. State the request or main idea. |
| 2. Give necessary desirable details for easy reading. |
| 3. Close with a cordial request for specific action. |

Look at the following letter which is a request to the seller and requires no special tact or   
persuasion.

Dear Sir,

We intend to purchase a new office copier. We would like to consider a BHP copier and wonder if you have a model that would suit our needs.

Our office is small, and a copier would generally be used by only three secretaries. We run approximately 3,000 copies a month and prefer a machine that uses regular paper. We rarely need to run off more than 25 copies at any one time.

We would also like to know about your warranty and repair service. We hope to hear from you   
soon.

Yours truly,

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| Good-News Plan |
| 1. Best news or main idea. |
| 2. Explain necessary and desirable details with any helpful material. |
| 3. End positively and friendly stating clearly the desired action and offering any  further help. Give date of action if necessary. |

An example having main idea in the beginning is as follows:

Dear Mr. Gul,

In a courier service, I am sending you the six copies of our catalog, “Prime Gifts”. I am very pleased that you want to circulate it.

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The catalog explains everything but I do want to say that for quantities of 20 or more gifts we offer an attractive discount.

Please let me know if I can be of help in other ways.

Yours cordially,

Supplying detailed information on a service though the writer is complaining, the letter has a direct-request plan.

Gentlemen,

Please repair or replace my calculator watch, Model C863, and send it to me at the address   
above.

After six months of use, the musical alarm has quit working.

Enclosed is my watch, a copy of the sales receipt showing the date of purchase and your warranty which guarantees material and workmanship for one year.

Yours sincerely,

Another example of direct request plan is:

Dear Mr. Hafiz,

I am delighted to know that you are interested in our Executive Book Club and am happy to answer your questions about it.

Between 30 and 40 new books in the field of management are made available each year to the members of the Executive Book club and, as you have mentioned, the topics treated very widely. From four to six of these belong to personnel administration; in addition, a similar number of general management books carry some aspects of personnel management.

Although we have several specialized book clubs but there isn’t yet one in personnel administration. Considering the increasing demand, it is possible that we will one day establish a club in personnel. Certainly, there is a growing interest in this field.

The Circular enclosed contains complete information about the Executive Book Club. Please note that the average price of books distributed by the club, if purchased separately, is about Rs.300. However, as a member, you would pay only about three-fourth of that amount.

I do hope you will want to become a member of the Executive Book Club, Mr. Hafiz. You can do so by filling out the coupon on the back of the circular.

Yours truly,