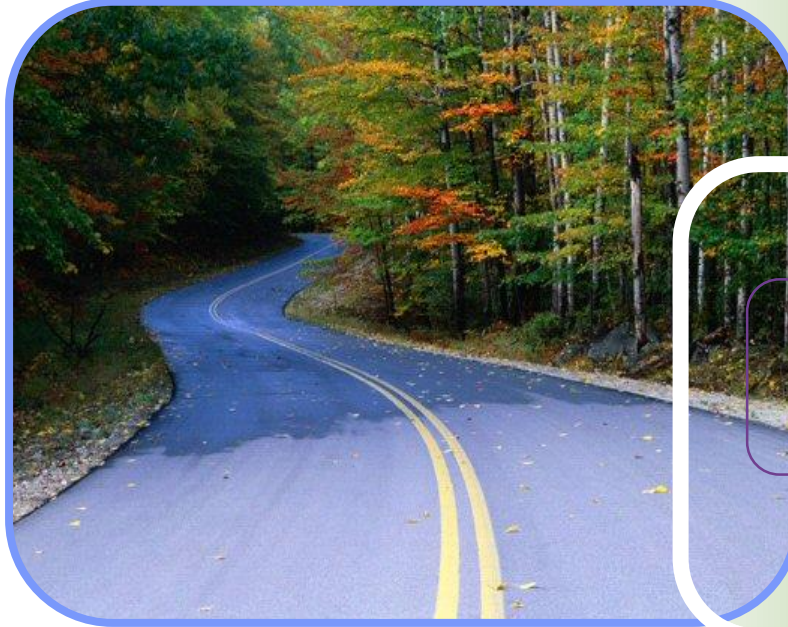


CHAPTER NINE

Making Your Case with Persuasive Messages and Proposals



Indirectness in Persuasion and Sales Messages

- ▲ Persuasive Requests
- ▲ Sales

Preliminary Considerations in Writing Persuasive Requests (1 of 2)

- ▲ Your goal is to ask for something the reader is likely to oppose.
- ▲ You must develop a strategy that will convince the reader to comply.

Procedure for Writing a Persuasive Request (2 of 2)

The message plan:

Opening

- ▲ Open with words that
 - ▲ set up the strategy, and
 - ▲ gain attention.

Body

- ▲ Present the strategy (the persuasion), using persuasive language and you-viewpoint.
- ▲ As a logical follow-up, make the request clearly and without negatives.

Closing

- ▲ End the message with the request or with words that recall the appeal.

Good Strategy in a Persuasive Request (1 of 4)

Opening

Dear Ms. McLaughlin:

You'll agree, I'm sure, that college teachers of business communication need to be in touch with business leaders in the field. Established leaders like you can give the teachers that input from reality that is so very important in all practical coursework.

Good Strategy in a Persuasive Request (2 of 4)

Body

For this reason I believe that you can make a vitally important contribution to the national meeting of the Association for Business Communication, which will be held in New Orleans at the Sheraton Hotel, October 28-31. Specifically, I want you to speak to us Friday afternoon from 2:00 to 2:45 p.m.

Good Strategy in a Persuasive Request (3 of 4)

Body continued

What I'd like you to do is describe what you do as a correspondence supervisor at Winn Dixie. Whatever you can tell us that would help us as teachers is what you should include. Especially would the members like to hear about the writing problems of business people and what you think we should be doing in the colleges to correct them. I suggest that you speak for about 30 minutes, leaving the final 15 minutes for questions.

Good Strategy in a Persuasive Request (4 of 4)

Closing

Will you please accept this major part on our program, Ms. McLaughlin? By so doing you will be helping to improve instruction at the colleges represented by our 1,500 members. As I must have the program completed by the 15th, may I have your answer before the 10th?

Sincerely,

Why Write Sales Messages?

Sales messages are helpful in training you because

- ▲ Sales techniques are useful in your other activities.
 - ▲ in writing other messages
 - ▲ in actual sales work
 - ▲ in selling yourself

Preliminary Steps to Sales Writing

- ▲ Learn the product or service you sell.
 - ▲ how it is made
 - ▲ how it works
 - ▲ what it will do
- ▲ Learn about the prospective customers.
 - ▲ their economic status
 - ▲ their nationalities
 - ▲ their ages
 - ▲ etc.

Determining the Appeal (1 of 3)

Two broad categories:

▲ Emotional

- ▲ appeals to the senses (feeling, tasting, smelling, hearing)

▲ Rational

- ▲ appeals to the thinking mind (saving money, making money, doing a better job, getting better use)

Determining the Appeal (2 of 3)

Select the appeals that fit product or service.

▲ Some better suited to emotional

▲ music

▲ cosmetics

▲ fancy foods

▲ Some better suited to rational

▲ work tools

▲ tires

▲ industrial goods

Determining the Appeal (3 of 3)

Select the appeals that fit the prospects.

▲ Sales to retailers (for resale)

▲ probably rational

▲ Sales to ultimate consumers

▲ either rational

▲ or emotional

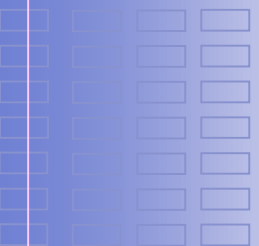
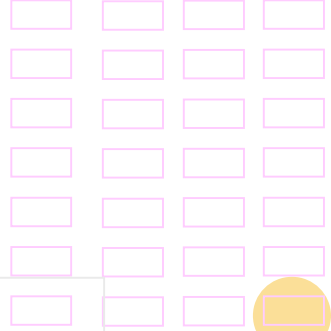
Organization of the Sales Message

- ▲ Many variations are used.
 - ▲ whatever works
- ▲ But there is this conventional pattern (AIDA Model):
 - ▲ gain attention
 - ▲ create desire
 - ▲ cover all necessary information
 - ▲ drive for the sale
 - ▲ possibly add a postscript

AIDA

- ▲ A = Attention
- ▲ I = Interest
- ▲ D = Desire
- ▲ A = Action

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Conventional Organization Pattern of the Sales Message in Detail

The message plan:

Opening

- ▲ Begin with words that set up the sales presentation and gain attention.

Body

- ▲ Present the sales message using imagination, persuasive language, and you-viewpoint.
- ▲ Include sufficient information to convince.

Closing

- ▲ Then drive for the sale, making it clear, and using appropriate strength.
- ▲ Urge immediate action.
- ▲ May recall basic appeal in final words.

A Rational Sales Message (1 of 4)

Opening

Would you like to save up to 12 cents a gallon on your bill for fuel oil?

Does your monthly oil bill make you wince? Wouldn't you like to beat the high cost of heating--cut your annual fuel bill by as much as 30-40 percent? Then, I think you'll be interested in our Catalytic Carburetor Assembly. Complete details are yours for the asking . . . as explained below.

A Rational Sales Message (2 of 4)

Body

Installed on your present oil burner, the Catalytic Carburetor Assembly permits burning of the present type of catalytic fuel oil at highest efficiency . . . and with a clean fire. What's more, it easily pays for itself in fuel oil savings and brings your burner completely up to date. A little simple arithmetic with your current oil bill will show you how substantial these savings are. Figure you might save up to 12 cents on every gallon, and see what a difference that makes.

A Rational Sales Message (3 of 4)

Body continued

But there's no need to take our say-so about the savings you can make--because we back our Catalytic Carburetor Assembly with a written money-back guarantee. You can't lose--you either get the savings we guarantee, or the assembly is removed and your money refunded in full.

Scores of satisfied users throughout the state are enjoying more efficient, more economical heating--thanks to the Catalytic Carburetor Assembly. We believe that you, too, would benefit by installing this device on your oil burner.

A Rational Sales Message (4 of 4)

Closing

To receive full information on the Catalytic Carburetor and how it can save fuel dollars, just check the enclosed postage-paid card for correctness and drop it in the mail. I'll see to it that you get complete details right away . . . without cost or obligation.

Sincerely,

A Message Selling Quality Candy (1 of 4)

Opening

Dear Ms. Wingler:

Soon your clientele and new customers will be coming to your shop for the new, exciting *Bonnes Bouchées*. Get ready to answer all their demands for this nationally advertised candy now!

A Message Selling Quality Candy (2 of 4)

Body

Bonnes Bouchées, made in the French manner, are going on the market in exclusive shops soon. The success of an advertising campaign in *New Yorker* and *Ladies Home Journal* magazines has speeded up our constantly stirring mixing bowl—to fill all reorders. Distinctive *Bonnes Bouchées* are fast—they speed from our kitchen to your shop, pause on your shelf only long enough to get tagged, then dash on to the customer. Refill orders and adjustments are given quick attention.

A Message Selling Quality Candy (3 of 4)

Body continued

Pick the candies you want from the six kinds pictured in the enclosed brochure. You'll find wholesale prices, order blanks, and a postage-paid envelope addressed to us there, too. Look at the "special" day features. Would you like to have the Easter display sent with your first order?

Templates for newspaper advertising are sent to you free. These individual templates and our national magazine advertising are your grateful salespeople. They'll keep demand for *Bonnes Bouchées* among your customers.



A Message Selling Quality Candy (4 of 4)

Closing

Send your order for fast-moving *Bonnes Bouchées* today! Your customers will be the first in Ohio to sample these new-fashioned candies.

Sincerely,

PRIORITY EXPRESS

**REPLY WITHIN
7 DAYS OR RISK
FORFEITURE!**

Your urgent
reply is
needed!

ATTENTION: marie.flatley@sdsu.edu

You have been selected to receive a FREE* DIRECTV Satellite Entertainment System with FREE* standard professional installation! You pay only a \$39.95 shipping and handling charge-saving you more than \$250!

[CLICK HERE NOW!](#)

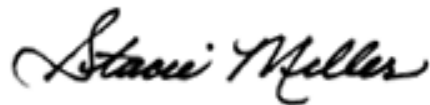
This strictly limited-time offer will enable you to enjoy hundreds of channels of movies, sports, pay-per-view and more--TV as it's meant to be, with digital quality audio and video!

Opens with an attention-getter

Reasons stress reader benefit

PRIORITY MESSAGE

There is no mistake. Your FREE DIRECTV Satellite Entertainment System with FREE standard professional installation is waiting for you-but you must respond soon. If I do not hear from you within 7 days this offer will go to someone else. Please do not allow that to happen! [CLICK HERE NOW!](#)



Stacie Miller
 Authorization Manager
 Satellite Concepts

P.S. This may be your final notice regarding the FREE DIRECTV Satellite Entertainment System.

Call for action is clear and easy

Postscript adds that extra punch

Opt-out message include

d

* For free satellite system: must activate system within 30 days of receipt or you will be subject to a \$125 penalty. For installation offer: Limited time offer for new residential customers only who purchase a DIRECTV system, schedule an installation by 06/17/01, and activate DIRECTV programming (\$21.99 a month or above) by 07/14/01. This offer is for one free standard professional installation per household. Installation of additional receivers and custom installation available for a charge. Programming, pricing, terms and conditions subject to change. Hardware and programming sold separately. Pricing is residential. Tax is not included. DIRECTV, Inc. and the cyclone design logo are trademarks of DIRECTV, Inc., a unit of Hughes Electronics Corp. Offer may not be valid in all areas. Shipping and Handling fee is \$39.95 and is not refundable.

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“If you want to succeed, you should strike out on new paths rather than travel the worn paths of accepted success.”

--John D. Rockefeller