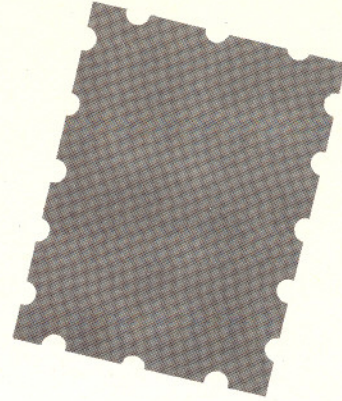




Business
Correspondence
for Colleges

HUNSINGER

GREGG PUBLISHING DIVISION
McGraw-Hill Book Company, Inc.



Business Correspondence for Colleges

MARJORIE HUNSINGER, Ph. D.

*Business Administration
Michigan State University*

**GREGG PUBLISHING DIVISION
McGraw-Hill Book Company, Inc.**

New York Chicago San Francisco Dallas Toronto London

BUSINESS CORRESPONDENCE FOR COLLEGES

Copyright © 1960 by McGraw-Hill Book Company, Inc. All rights reserved. This book, or parts thereof, may not be reproduced in any form without permission of the publishers.

February 1960-GB-1

31295

Library of Congress Card Catalog No. 60-6973

*Published by GREGG PUBLISHING DIVISION
McGraw-Hill Book Company, Inc.
Printed in the United States of America*

charge garden seed to an overburdened account (page 92)? These letters had a common goal: to keep the friendship of the customer.

Now let's see how Russ Russells might say "no" graciously to the request (page 142) that he entertain for the benefit of a Hometown zoo.

Dear Mr. Allen:

- Opens with congratulations → Congratulations on Hometown's community spirit! The city can be proud of the civic-minded members of the Development Association and other organizations. The kind of co-operation reflected in your fine letter seems to assure an outstanding zoo for the youngsters.
- Gives reason for saying "no" → On June 6 we'll probably be on the high seas. Yes, the whole act is going on an African tour—taking the Wild West to West Africa. Arrangements
- Implies refusal → have just this week been completed. Now my plans for a Hometown visit must be canceled.
- Offers help → What can I do to help out? A contribution? I'll be glad to send a check. Balloons and bubble gum for the youngsters if you have a substitute show in June? Again, I'll be glad to. Bring my cowboy act to Hometown in August? That looks possible also.
- Assures continued interest → Keep in touch with me. I'm interested in Hometown's progress. And I want to share in making a dream come true for its boys and girls.

Sincerely,

Remember These Principles . . . when you say "no" in a letter.

1. *Approach the letter as an opportunity to "talk it over" and to give whatever encouragement you can—not as a plain "no."* If you think, "I must decline this order or this invitation or refuse this request," you will probably write negatively. But if you think, "what can I do to encourage this person even though I can't give him what he asks for," you will probably write constructively.

2. *Start pleasantly.* Suppose you receive a letter beginning, "It is my unpleasant duty to inform you that . . ." or "Am sorry to state that we cannot furnish you with . . ." You immediately feel that the writer is not interested in helping you, in building good will, or in keeping your friendship. He seems interested only in getting a distasteful job out of the way. But suppose the letter begins, "Thanks for giving me the opportunity to explain our . . ." or "That is a mighty fine project you're . . ." Then you feel that the writer is interested in helping you if he can. You read the following paragraphs of the message with an open mind.

3. *Tell the reader why you cannot say "yes."* In your explanation imply that you would rather say "yes" than "no." And try to compliment the reader in some way. The PTA president who received the following certainly felt that she had chosen a worthwhile film for a scheduled program.

Many parent-teacher groups throughout the state have enjoyed "Safeguard Your Children." In fact, it is presently our most popular film. Last March we had three additional prints made so that it would be available to more people. But even these are booked well in advance.

✓ 4. *Avoid a negative refusal.* It is usually best to explain *before* you refuse. Frequently you don't need to say "no" at all. Your reader understands from your explanation that his request cannot be granted and says his own "no." If you must state your refusal—to be sure the reader realizes you are not granting the request—avoid emphasizing it or putting it in negative terms. The following message expresses interest in the



Wally Byam's Caravan

2204 LINDORA STREET, BAKERSFIELD, CALIFORNIA

November 7, 19--

Mr. Robert Hicks
T43 East Shaw Hall, MSU
East Lansing, Michigan

Dear Mr. Hicks:

Thank you for your very interesting letter.

The Wally Byam Caravans are growing so rapidly that undoubtedly there will come a time when we will need a recreational director, but at the present we are operating with committees made up from members of the caravans. Most of our caravans are made up of people who have had very broad backgrounds--people who have been active in their communities and have done a great deal of club work. These people are naturals on entertainment and social committees, and we have found that the successful caravans are the caravans where all the people get in on the act and take a definite responsibility.

We have three or four young men who have been with us on various caravans in a working capacity--advance man, maintenance man, general handy man, and so forth. They all want to go on the Africa and Alaska tours. I am afraid I cannot give you any encouragement for either of these tours.

I will keep your application on file, and, if anything does develop, I will certainly write you immediately. Won't you stop in for a chat with us when you visit California next summer?

Very sincerely,

Helen Byam Schwamborn

Helen Byam Schwamborn
Caravan Secretary

HBS:fr

Courtesy Wally Byam's Caravan

reader while it refuses the request, without using a negative word.

We were happy to receive your nice note about our "Home Study Course in Foundation Selling." Because of our New York State License, we can offer this course only to people employed in stores. We appreciate your interest and send many good wishes to you for a successful retailing future.

5. *Give help or encouragement when you can.* Often you can take the sting out of a "no" by giving helpful suggestions. For example, a department store representative, in declining an order for an article not carried by the store, may tell the customer where he can get the article. Or, a reservations manager of a hotel, not being

able to make the reservations requested, may suggest:

If you can conveniently defer your arrival in Chicago until June 28, we shall be glad to reserve the accommodations you ask for. If it is imperative that you be here on June 25, you might write to The Greater Chicago Hotel Association, at 105 West Madison Street. They will help you in obtaining accommodations.

6. *Close pleasantly.* Your closing thought should look toward the future. *Keep out* of your last paragraph: (a) a backward look—"we hope our inability to grant your request does not inconvenience you too much"—that leaves the reader thinking how dissatisfied he is at your



Wally Byam's Caravan

2204 LINDORA STREET, BAKERSFIELD, CALIFORNIA

November 7, 19--

Mr. Robert Hicks
143 East Shaw Hall, MSU
East Lansing, Michigan

Dear Mr. Hicks:

Thank you for your very interesting letter.

The Wally Byam Caravans are growing so rapidly that undoubtedly there will come a time when we will need a recreational director, but at the present we are operating with committees made up from members of the caravans. Most of our caravans are made up of people who have had very broad backgrounds--people who have been active in their communities and have done a great deal of club work. These people are naturals on entertainment and social committees, and we have found that the successful caravans are the caravans where all the people get in on the act and take a definite responsibility.

We have three or four young men who have been with us on various caravans in a working capacity--advance man, maintenance man, general handy man, and so forth. They all want to go on the Africa and Alaska tours. I am afraid I cannot give you any encouragement for either of these tours.


I will keep your application on file, and, if anything does develop, I will certainly write you immediately. Won't you stop in for a chat with us when you visit California next summer?

Very sincerely,

Helen Byam Schwamborn

Helen Byam Schwamborn
Caravan Secretary

HBS:fr

 Don't you agree that the letter from Wally Byam's Caravan (on page 149) says "no" graciously to the applicant for the job of recreational director on the Africa and Alaska tours?

refusal; and (b) an apology—"we are sorry that we couldn't send the information you requested"—that emphasizes what you *can't* do. Put into the last paragraph a substitute suggestion, an expression of your desire to co-operate further, a wish for his success, or a pleasant off-the-subject remark.

Poor:

We regret that your drawing didn't win a prize this time.

Better:

Watch for your mailman, Suzie! He will be coming soon with your next issue of Childhood Activities, which is full of new stories and games for you!

Don't you agree that the letter from Wally Byam's Caravan (on page 149) says "no" graciously to the applicant for the job of recreational director on the Africa and Alaska tours?

.....
A Soft Answer Turneth Away Wrath

The Angry Demand (Mrs. Kreeger to Springer's Appliance Store)

Gentlemen:

I demand that you send me a new Marvel Pop-Up Toaster right away to take the place of this no-good one I'm returning to you. I don't understand why any responsible store would sell such a toaster in the first place.

It's brand new and supposed to be a pop-up toaster. Yet it never has popped up one slice of toast. So I'm disgusted, because I must watch my toast every minute or serve it as burned up as I am right now.

Yours truly,

The Good-Will Reply (from Springer's Appliance Store)

Dear Mrs. Kreeger:

Let's talk a while about your unusual experience with a "pop-up" toaster that won't pop-up the toast. We can understand why it isn't much good to you this way and how disappointed you are with your new Marvel Pop-Up Toaster. We would like to help you if we can.

Our Miracle Pop-Up Toaster is very popular with SPRINGER customers. Occasionally one of them will confuse our Miracle with the Marvel and order a Marvel from us. This is natural since the names are so similar and since several stores in the neighborhood sell Marvel toasters.

We hope you can find the sales slip for your toaster so that you will know to which store to return it for service. If for any reason you do not succeed in getting free repairs, we suggest that you bring it in to our Service Department, where we service all makes of appliances at reasonable prices.

Naturally we'd like to sell you a Miracle Pop-Up Toaster. For only \$11.95, you can buy one at SPRINGER'S APPLIANCE STORE. And we guarantee it to pop-up your toast at just the right shade of brown for 365 days or more.

Shall we return your Marvel to you, or do you prefer to pick it up the next time you are in Chicago?

Cordially yours,

The Sequel (from Mrs. Kreeger)

Gentlemen:

Thank you so much for your helpful letter. I've found out that my toaster, which was a gift, came from the Chicago Appliance Store.

I'll be in next week to pick up the Marvel. At that time, I would like to buy a MIRACLE POP-UP TOASTER for my daughter who is being married in April.

Sincerely yours,
.....