

Assignment 3

REQUEST MESSAGE

Assignment:

Write a business letter in response to the following fact pattern. You are responsible for creating or obtaining a graphic logo that will go on the letterhead of your business letter.

Fact Pattern:

You are the Assistant Director of Human Resources at Whitman, Price, and Haddad, a media consultant company located at 1 Dawson Street, Pittsburgh, PA 15222. Your job is to write Captain Freedom Paintball and inquire on the deluxe "Running Man" Team Building weekend for your company retreat. Specifically you need to know if your employees should bring their own equipment, what safety measures are in place, how many people can the facility accommodate, the cost, and information about nearby accommodations. Not all of your co-workers are sold on this idea, so consider what additional information you should request. Your retreat is scheduled for 3 weeks from now. A copy of this letter should go to Jim Brown, your company president.

Pages to Review:

"Creating Request Messages" pages 249-250; business letter template 8.1 (p. 247) and 8.9 (p. 262).

Assignment 1

Revise Weak Direct Claim

Your Task: Analyze the following poorly written claim letter. List at least five weaknesses and revise the document using the information learned in Chapter 8.

[Date]

Mr. John Lear
Regional General Manager
Apex Car Rental
4510 Cypress Avenue
Denver, CO 80246

Dear Regional General Manager John Lear:

I have a horror story of gargantuan proportions to relate to you so that you know how incompetent the amateurish bozos are that work for you! You should fire the whole Colorado Springs Airport branch. I'm tired of lousy service and being charged an arm and a leg for extras that end up not functioning properly. Calling your company is useless because no one answers the phone or returns calls!

In view of the fact that my colleagues and I were forced to wait for an hour for a car at Colorado Springs Airport on August 15, your local branch people gave us a free navigation device. That would have been really nice in the event that the thing had actually worked, which it didn't. We advised the counter person that the GPS was broken, but it took another half hour to receive a new one and to finally start our business trip.

Imagine our surprise when the "free" GPS showed up on our bill apparently costing a whopping \$180, plus tax! What came next would qualify as some dark Kafkaesque nightmare. I spent hours over the next three weeks talking to various employees of your questionable organization who swore that only "the manager" could help me, but this mysterious person was never available to talk. At this point in time, I called your Denver Airport location again and refused to get off the phone until I spoke to "the manager", and, lo and behold, he promised to credit the cost of the GPS to our corporate account. Was my nightmare over? No!

When we checked the status of the refund on our credit card statement, we noticed that he had forgotten to refund about \$60 in taxes and surcharges that had also been assessed. So much for a full refund!

Inasmuch as my company is a new customer and inasmuch as we had hoped to use your agency for our future car rental because of your competitive rates, I trust that you will give this matter your prompt attention.

Your very upset customer,
John Doe

Assignment 2

GOODWILL MESSAGE

Assignment:

Write a business letter in response to the following fact pattern. You are responsible for creating or obtaining a graphic logo that will go on the letterhead of your business letter.

Fact Pattern:

You are the Director of "DreamMakers" a non-for-profit organization fulfilling the dreams of terminally ill children. You are writing a goodwill message to the "Junkyard Dog", a famous professional wrestler and DreamMaker's most devoted and generous volunteer. You are writing to express your sincere admiration and appreciation for all that he has done for sick children.

The Junkyard Dog, real name Sylvester Ritter, has made 37 trips this year alone to various hospitals in order to meet with terminal children. In addition, his "Dog Pound Foundation" has raised \$100,000 this year for childhood cancer research. His visits are always well received by the children and the hospital staff and his famous "dog bark" act is a fan favorite. He has a big match scheduled with the Gravedigger at this months Wrestletopia XXV. A copy of this letter should go to Judy Glover, your director of media relations.

Pages to Review:

"Goodwill Messages" pages 265-267; business letter template 8.1 (p. 247) and 8.9 (p. 262).

Assignment 4

INSTRUCTION LETTER

Assignment:

Write a business letter in response to the following fact pattern. You are responsible for creating or obtaining a graphic logo that will go on the letterhead of your business letter. Draft the letter and bring in a copy to the next class. Email submissions will not be accepted.

Fact Pattern:

You are the department head for the accounting team at OmniCorp. Your team has been submitting receipts for expensive reimbursements recently. You have been asked to remind them of OmniCorp's reimbursement rules. OmniCorp will only pay for work related travel expenses. Employees may elect to fly first class, but the company will only pay for coach. Employees are entitled to \$50 per day in meal expenses and an additional \$150 for "client related meals". Employee will be compensated for car fare to and from the airport only. Car fare incurred for anything else will not be reimbursed. hotel costs are covered, but in-room entertainment like on-demand movies will not be reimbursed.

Expenses that are incurred outside of this policy will not be reimbursed. This will negatively affect morale in your department so accentuate the positive. A copy of this letter should go to Peggy McBride, the company president.

Pages to Review:

"Instruction Messages" pages 257-258; business letter template 8.1 (p. 247) and 8.9 (p. 262).

Assignment 5

RESPONSE TO REQUEST LETTER

Assignment:

Use logo for class 4 and 5
Write a business letter in response to the following fact pattern. You are responsible for creating or obtaining a graphic logo that will go on the letterhead of your business letter.

Fact Pattern:

You are the owner and operator of Sparkle the Magic Pony Entertainment, a performance group specializing in children's birthday parties. You are responding to an inquiry from Wendy Thomas, a local woman who wants to know if Sparkle, Twinkleheart, and Rainbow Dreams are available to appear at her daughter Sally's 7th birthday party, Saturday October 17th. Jeff, your employee who wears the Sparkle costume, is already booked on the 17th, but is free the next Saturday. Marty (Twinkleheart) is in rehab following a brawl he started at the Buttercup Scouts cookie jamboree last week. Rainbow Dreams is available that day. You also have Banana Fluff, Comet Tail, and Sapphire Shoes available on the 17th. Costs for a 3 hour show are \$175 for 1 pony, \$300 for 2 ponies, and \$425 for 3 ponies. You offer a balloon animal performance, face painting, and ceremony inducting the child as an honorary "pony princess" for additional costs. Your website www.sparkleMPE.com offers all of your pricing and services. One week's notice, and a non-refundable \$50 deposit (per pony), is required to book your actors. A copy of this letter should go to your secretary, Sunset Shimmer.

Pages to Review:

"Responding to Requests" pages 250-252; business letter template 8.1 (p. 247) and 8.9 (p. 262).

Assignment 8
ADJUSTMENT LETTER

As assistant to John S. Lear, Regional General Manager at Apex Car you read a shockingly irate complaint letter from a corporate customer addressed to your boss. Mr. John Doe, the Sales Manager for KDR Precision Components, Inc., in Phoenix, Arizona, has angrily detailed his tribulations with your company's Colorado Springs Airport branch.

Apparently, he and a colleague suffered long delays in obtaining their rental car. To compensate for the late car delivery, the customers received complimentary use of a navigation device, a \$180 value plus taxes and surcharges that added up to another \$60. However, at the end of their rental period, their bill reflected the full cost of the GPS. After multiple phone calls to the Colorado Springs Airport branch as well as to the Apex Car Rental corporate offices, Mr. Doe apparently was finally able to have the \$180 credited to KDR's business account. However, soon he realized that the \$60 levy had not been credited. He now wants the remainder of the refund. Mr. Doe has no confidence in the Colorado branch and is asking your boss to intervene on his/her behalf and reverse the remaining \$60 charge.

Mr. Lear asks you to investigate what has gone so terribly wrong at the Colorado Springs Airport location. You learn that the branch is an independent franchisee, which may explain such a laxness in customer service that is unacceptable under corporate rules. In addition, you find out that the branch manager, Scott Brown, was traveling on company business during Mr. Doe's rental period and then left town to attend two management training seminars. Mr. Lear is concerned that Apex might lose this disappointed customer and decides to offer discount vouchers for KDR's next three rentals at 20 percent off each, valid at any U.S branch. He wants you to draft the letter and enclose the discount vouchers.

YOUR TASK. Write a polite adjustment letter to Mr. John Doe, at KDR Precision Components, Inc., 2328 E Van Buren St Phoenix, AZ 85006 to secure the customer's goodwill and future business.