



Negative Messages

Tips for Resolving Business Problems and Following Up

- When possible, meet face-to-face or make a phone call instead of using written communication
- Describe the problem and apologize
- Explain why the problem occurred
- Follow up with a letter that confirms the spoken information
- Look forward to positive relations

Writing Negative Messages

- **Buffer opening:** Start with the best/most positive news; compliment the reader, express appreciation, agreement or understanding
- **Cushion the Bad News:** Try not to start or end a paragraph with bad news
- **Closing Pleasantly:** Look forward to the future, express good wishes or make a special offer

Refusing Requests

- **Buffer opening:** A compliment, brief review of the facts or an apology
- **Cushion the Bad News:** Try not to start or end a paragraph with bad news
- **Closing Pleasantly:** Look forward to the future, express good wishes or make a special offer

Sales Letters

- **Grab attention:** Make your company stand out
- **Build interest:** Focus on the reader's needs and a central selling point
- **Reduce Resistance:** Offer a promotion or special offer
- **Motivate Action:** State a follow-up date and request further discussion

Goodwill Messages

- Express thanks, recognition or sympathy
- Focus on the receiver



- Personalize the letter with specific and meaningful examples
- Be honest and concise