A STUDY ON ORDERING, REQUESTING, AND PERSUADING
PEOPLE IN BUSINESS LETTERS

A SARJANA SASTRA THESIS
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in English Letters

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ABSTRACT


The sender uses effective business letters in order to get the record in doing his activities. The message is more accurately received when we sent it in writing than in speaking. Business letters has three categories. They are badnews, goodnews and persuasive message. Each of them has its function. Badnews message has a function to give an order or a command in order that the receivers repair their mistakes and get the advantages. Goodnews message has a function to give a request in order that the receivers do something, which can give the sender and the receiver a benefit. Persuasive message has a function to persuade in order that the receivers buy the products, use the services or pay for the debts if they did not pay it yet.

Problems that come up in this study are; First of all, the researcher would like to know the types of business letters in ordering, requesting and persuading. In searching the types of business letters, he uses examples of each of category. Secondly, he would like to know the elements of business letters in each category. He uses the theory of the elements and then he compares with the examples that he found. Thirdly, he would like to know the expressions in business letters. He uses the theory of the expressions and then he compares with the examples. Finally, he would like to describe the characteristics of business letters by using the criterias. They are clarity, brevity and courtesy.

In solving those problems, the functions of business letters are described in order to give the guidance in writing it. The component of speech and business ethics has the relation to business letters because it gives the guidances how to use the expressions in business letters to the same and different level. Methodology that is used in this study is library or desk researches because the writer collects some books to gain the data from the library.

Conclusions of this study are; we must know the category of business letters firstly in order that the receivers know what we want. Secondly, we must use the appropriate elements in order that we can gain the purpose. The last, we must know how to use the certain expression to the right people in order that the receivers will fulfil our needs. The writer realizes that this study is not perfect yet. Therefore, he needs suggestions in order to build or make this study better.
ABSTRAK

Wisnu Hendra Kurniawan, 2002: Pembelajaran mengenai hal memerintah, memohon dan membujuk orang dalam surat-surat bisnis.


Dalam memecahkan masalah tersebut, fungsi dari tiap kategori telah dijabarkan agar dapat memberikan petunjuk dalam penulisannya. Cara bicara dan etika bisnis mempunyai hubungan dengan surat bisnis sebab ia memberikan petunjuk bagaimana menggunakan ekspresi untuk tingkat yang sama dan berbeda dalam surat bisnis. Metode yang digunakan adalah metode pustaka sebab penulis mengambil data dari buku-buku pustaka.

Kesimpulan dari pembelajaran ini adalah; Pertama, kita hendaknya mengetahui kategori surat bisnis agar penerima mengetahui apa yang kita inginkan. Kedua, kita hendaknya menggunakan bagian surat yang sesuai dengan apa yang menjadi tujuan kita. Terakhir, kita hendaknya mengetahui bagaimana menggunakan ekspresi untuk orang tertentu agar penerima dapat memenuhi keinginan kita. Penulis menyadari bahwa penulis ini masih jauh dari sempurna. Oleh karena itu, penulis membutuhkan kritik dan saran guna untuk membangun penulisan ini menjadi lebih baik.
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CHAPTER I
INTRODUCTION

A. Background

Treece (1991, 47) states that we must see or know the environment, the message, and the audience when we communicate with other people. There are two ways for communication they are speaking and writing. Word is the important key for a communicating both in a daily life and in a business world. Lesikar (1968, 136) states that some words have the positive meaning. If we use it in the right way, people with whom we talk can understand what we want him or her to do.

Symond (1958, 98) states “a success may not come in a business world if we do not use letters as our written record”. He also says that we should be ourselves and uses our own words to support what we have to say in writing a business letter (1958; 138).

Dressner, Janis, and Kilduff (1956; 27,127) state that we must consider the language that we use and they also say that we must know the sex, age, occupation, to whom we are writing. In the business world, when we are writing a letter Thomson (1961, 11) states that it must contain our thought, ideas, witness, orders, opinions clearly. It must be related to our purpose. People who read our letters understand what we want or expect from them.

Dressner, Janis, and Kilduff (1985, 4-6) state that a business letter is effective when it has five things in it. They are; a definite purpose, consideration
for the reader, natural style, correct usage and form, and attractive appearance.

A definite purpose means that we should write a letter clearly about what we want or expect them to do and we can identify the response we get. Consideration for the reader means that we must be aware of the factors influencing the reader. Courtesy is the one of the factors. Natural style means that our language should dispose the reader toward the writer and his/her firm. Correct usage and form means that an effective letter is free from errors in the sentence structure, word use, spelling, grammar, and punctuation. Facts, dates, names, figures, and title should be correct. Attractive appearance means that the paper should be good quality, the printed heading should be attractive and distinctive in design. The researcher would like to say that this thesis contains someone work. It is used to support the examples that are used by him.

**B. Problem of Limitation**

This study focuses on the types, characteristics, elements, and expressions in business letters that are used for ordering, requesting, and persuading people. It can be said that the writer would like to show the similarity and the difference of the types, the characteristics, the elements, and the expressions in business letters.
C. Problem Formulation

To make the explanation clearer, the writer formulated the questions above;

1. What are the differences between the types of ordering, requesting, and persuading letters?
2. What are the differences between the elements of ordering, requesting, and persuading letters?
3. What are the differences between the expressions of ordering, requesting, and persuading letters?
4. What are the differences between the characteristics of ordering, requesting, and persuading letters?

D. Research Objectives

This study aims to find out the types, the characteristics, the elements and the expressions of business letters that are used especially for ordering, requesting, and persuading people of the same and different level.

E. Research Benefits

In this study, we know how to order, request, and persuade people in writing a business letter. It is also useful when we use this knowledge in the future especially when we come in a business world.
F. Definition of Terms

Some key terms used in the topic are described as follows:

A study is an acquisition of knowledge, especially from books. (The Oxford Dictionary for Business World; 1993,825).

Order is authoritative command, direction, instruction. (The Oxford Dictionary for Business World; 1993,591)

Order is a product delivery (Halberfellner; 1977,11)

Request is an act of asking for something, thing asked for, ask that. (The Oxford Dictionary for Business World; 1993,713).

Persuasion is the process of influencing or changing attitudes, beliefs, values and behaviour (Boone et. al; 1997, 278)

People are persons in general or of a specified kind. (The Oxford Dictionary for Business World; 1993,621)

Business Letter is a private written communication designed to accomplish a specific purpose. (Dressner; 1956,4)
CHAPTER II
THEORETICAL REVIEW

A. Theoretical Background

A.1. Business Letter

Dressner et al. (1956; 4) state, that a business letter is written by the sender to gain the specific purpose. A business letter is very useful because we can know our activities in doing business, we can get more relationship and something what we want to. A business letter is effective because the receivers can read our messages clearly than we speak. We must know the category of business letters before we write it.

A.1.1. Type of Business Letters

There are three categories of business letter. Boone et al (1997; 192) states that there are good-news, bad-news, and persuasive messages in a business letter. Good-news message is a message that contains a good-news to the receivers in order that they do something which can give a benefit to the sender and the receiver. Bad-news message is a message that contains a bad-news to the receivers in order that they repair their mistakes and get the advantages. Persuasive message is message that contains persuasion in order that the receivers buy the products, use the services or pay the debts.
A.1.2. The Characteristics of Business Letters

Stephenson (1949, 20) states that a good business letter has four things in it. They are, *pertinence, courtesy, brevity, and clearness.* Pertinence means that "the letter should be fit to serve the purpose for which it has been written, must be to the point and should manifest a thorough knowledge of the subject-matter with which it purports to deal". Courtesy means, "a polite form of language should be used, which must not become effusive, but it should be natural, fluent but free from self consciousness, and should avoid superfluous flattery, empty phrases, and personal irritation". Brevity means that "a short and concise mode of expression is essential, which should aim at expressing as much as possible in as brief a form as is consistent with clearness and courtesy". Clearness means, "A careful selection of words is necessary so as to exclude obligations which were never intended, and to convey the complete and exact meaning which was intended".

A.1.3. The Elements of Business Letters

In the elements of letter, Block *et al.* (1997, 250) shows the five elements in ordering *buffer, diplomacy, explanation, bad news,* and *closing paragraph.* Buffer is the first element of the bad news that is used for protecting the receiver from the shock of it.

Diplomacy is second element of business letters that can make the situation more comfortable as what Block says "diplomacy is the art of handling affairs in a tactful way to avoid arousing hostility" (1997, 249). Explanation is the
third element of bad-news message that is used for explaining the reason why we send bad-news message to the receivers. In explaining our decision, it will be better to use the passive voice. The closing paragraph has a function to rebuild the confidence of the customer in business relationship.

Thill states that there are three parts in a direct request, they are opening, middle, and last (1991, 123). In the opening, we should be aware with our tone. The letter can be unsuccessful because of our tone. When we make the request, we must avoid the sound of demanding. Unfortunately, we do it with the unconsciousness.

In the middle part, Thill states that in requesting people, we must say it in detail in order to make them understand about what we want (1991, 123). We should do it in order that we can accept what we expect from them. If we do it in the opposite way, we just accept the disappointment of our requests.

In the last part, Thill states that we must emphasize the action what we want them to do in order that they do not do the other way (1991, 123).

Thill (1991, 212) states “the AIDA (attention, interest, desire and action)”. In the attention, we try to convince the receiver in order that they read our message. In the interest, we convince the receiver that our messages are useful for them. In the desire, we give the evidence in order that the receiver is sure on what we said. In the action, we say that there are the benefits in our messages. We do it in order that the receivers take the actions as what we want them to do. The elements above can be changed. It depends on the kinds in category of business letters.
B. Theoretical Ground


Component of speech has the relationship with business letters, especially in using the expressions in business letters. In here, we know how to talk or send the letter to certain people and situation. In summary, component of speech gives the guidance for us in order that we can do the appropriate thing in a business world.

Concerning speech, Wardhaugh (1992, 245) states that there are setting and scene, participants, ends, act, key, instrumentalities, norm of interpretation, and genre in the word SPEAKING in his book. The setting and scene (S), the setting shows about the place where or the time when the communication occurs. The scene shows the quality of the communication whether formal or informal. When we talk to people in office and in home, it must be different because we are used to be formal in the office while we are used to be informal in the home. The participants (P), refers to sender – receiver. In this study, it can be said as writer – reader. For example there are two participants in business letters, the sender and the addressee. Ends (E), refers to the goal that can be reached by the participants. In this study, the goal that can be reached by the participants in business is the benefit for their company. Act sequence (A) refers to form and content of what is said by the participants. For example, the sender sends the letter in order that the receiver will give or send the products that he or she wants. Key (K) refers to the tone, manner when the message is conveyed. For example, tone in request and tone in persuasion is softer than tone in order because our request and persuasion
will be accepted if we use the soft tone. Instrumentalities (I) refers to the option; oral, written, or telegraphic. Formal, written, legal language is one instrumentality. For example, the instrument that is used is a letter. Norm of interaction and interpretation (N) refers to the behaviour when we speak to other people. For example, when we talk to people who have the higher status that we have we are used to be formal. Genre (G) refers to “clearly demarcated types of utterance; such things as poems, proverbs, riddles, sermons, prayers, lectures, and editorials” (1992, 246).

B.2. Business Ethics

Business ethics also has a support to business letters, especially in using the expressions for the certain people in business letters. Business ethics give us the guidance in order that we do not do the inappropriate things in a business world. George (1990, 18) states that the language is the part of business letters. When we send the business letters we must use the right language to the right person. We cannot use the informal language when we send the letter to the director. Ethics is a regulation that guides to use the right language to the right person (George 1990, 18). Shaw (1991, 7) states that the ethics has the relationship with the code of behaviour or courtesy. In here, the ethics discuss about the behaviour of people in doing the business in the daily life.
CHAPTER III

METHODOLOGY

A. Method of The Study

Method, which is used, is library or desk researches because the writer uses some books from library to support his thesis. To answer the problem formulation, the writer classifies the data into order, request, and persuasion.

B. Data

Data is collected from the books that are mentioned after this part. Data is set based on the characteristics of business letters. Bad news has the characteristic to give an order to receiver, good news give request, and persuasive messages give persuasion. After getting the data, the researcher would like to compare with the theory of the expressions in business letters that he got. The researcher organizes data in this way in order that the reader can read it clearly.

C. Research Procedure

In doing the study, the writer uses the steps in order that this study can be understood easily. The first step, the writer collects the data from five books. They are;


The second step, the writer classify the data into order, request, and persuasion in the above. The third step, he gathers books to get the theory in which can support his thesis. The fourth step, he begins to work with the data and the theory that he got.
CHAPTER IV
ANALYSIS

In this chapter, the writer would like to describe types, characteristics, elements, and expressions of the business letters. The writer would like to describe the characteristic of business letters in ordering, requesting and persuading by using three criteria; brevity, clarity and courtesy.

In describing types of business letters, he also tries to say the reason why a sender gives a command to receivers in bad news message, why a sender requests to receivers in good news message and why a sender persuades the receivers in persuasive message.

In describing elements of business letter, the writer would like to show the elements of business letters in ordering, requesting and persuading people. In describing expression in business letter, the writer shows how to talk with the people of the same level and the different level. The closer relationship is the one of the factors that can make the rule changed.

4.1. The Types of Business Letters

4.1.1. Order

Bad-news message has kinds of business letters such as claim adjustment refusal, credit refusal, general bad news, bad-news letter to job applicants, bad-news memorandum and infallible order. The writer would like to describe the reason why those kinds contain an order. We give an order or
command to the receivers because we want them to repair their mistakes in order they get the advantages from it. The type of business letters that contains an order can be seen in the way of the sender in giving a command to the receivers.

4.1.1.1. Claim Adjustment Refusal

Adjustment for claim can be refused with the clear explanation in order that the receivers can understand what mistakes that they have. The sender also must build the goodwill. It is made to gain the receivers trust to the company (Treece; 1991, 185).

In claim adjustment refusal, the sender orders or gives a command to the receivers to check again the products in order that they are sure with their statements to the company. The sender must give the weaknesses of the product in order to avoid the assumption that the receivers are cheated.

4.1.1.2. Credit Refusal

Thill states “credit is refused for a variety of reasons” (1991, 196). In refusing credit, the sender must explanation the reason clearly. A late payment, an omitted requirement and an unstable clarity are the factors why a company refuses credit. The sender gives a command to the receivers in order that they realize the requirements, which must be fulfilled.
4.1.1.3. General Bad-news

In telling general bad news to the receivers, the sender must be aware of the choice of words because the receivers usually do not want to hear that news. The sender must explain the reasons clearly why he or she gives that news to the receivers (Comeau, 1987, 66).

The sender gives a command to the receivers in order that they notice what the sender want them to do. It is done to avoid the receivers' mistakes that might be happened.

4.1.1.4. Bad news Letter to Job Applicants

When a company wants to reject the applicants, they usually do not want to tell it. It is done because a company knows that it is too difficult to find a job. A company gives a command to the applicants to wait for a moment in order that they know a company still gives them chances to get the jobs.

4.1.1.5. Bad news memorandum

In giving bad news memorandum to the receivers, Treece states, "the words must be diplomatic and build goodwill" (1991, 183). We must be sure that what we state can make the receivers understand and we get their trust to the company. The sender gives a command to the receivers in order that they understand what problems that are faced by the company. It is done to avoid the receivers' misunderstanding.
4.1.1.6. Infallible order

When a company cannot fulfill an order from a customer, we must explain the reason why we cannot do it. It is made in order to avoid the misunderstanding. An sender gives a command to the receivers in order to give more alternatives when an sender cannot fulfill an order or to get more information, which is needed by the sender. It is done to build the goodwill of the company (Thill; 1991, 191).

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<thead>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Claim Adjustment Refusal</td>
<td>The sender gives a command to the receivers to check again the products in order that they are sure with their statement to the company</td>
</tr>
<tr>
<td>2</td>
<td>Credit Refusal</td>
<td>The sender orders the receivers in order that they realize the requirements, which must be fulfilled</td>
</tr>
<tr>
<td>3</td>
<td>General bad-news</td>
<td>The sender gives a command to the receivers in order that they notice what the sender want them to do.</td>
</tr>
<tr>
<td>4</td>
<td>Bad-news Letter to Job Applicant</td>
<td>A company gives a command to the applicants to wait for the time in order that they know a company still gives them chances to get the jobs</td>
</tr>
<tr>
<td>5</td>
<td>Bad-news Memorandum</td>
<td>The sender orders the receivers in order that they understand what problems that are faced by the company</td>
</tr>
<tr>
<td>6</td>
<td>Infallible Order</td>
<td>The sender orders the receivers on order to give more alternatives when the sender cannot fulfill an order or to get more information, which is needed by the sender</td>
</tr>
</tbody>
</table>

4.1.2. Request

Request is act of asking for something (Oxford Dictionary for The Business World; 1993, 713). Related to that definition, Treena (1991, 156) states a request usually uses the word please in the beginning or in the end of sentence in order that the receivers can fulfill what the sender wants. Thill (1991, 126) states we use the word please in order that our requests look formal and more polite.
Request can be seen when we write good-news messages. We write a request in order that the receivers fulfil what we want and they get the advantages from the sender. The characteristic of business letters in requesting can be seen in the way of the sender in giving a request to the receiver.

4.1.2.1. Order

Order in this part does not mean a command but product delivery (Haberfellner, 1977, 11). Related to that definition, we write an order if we need products from the supplier or the producer. Comeau (1987, 49) states that an order can be understood easily when it contains *the detail of the products, the method of payment and the directions of shipping*. The sender must do it in order that the receiver can send what the sender wants or needs.

In order, we use the word *please* in order that the receivers can fulfil what we want. Order uses a request in order that the receivers can send something what we need. We use the request in order to decrease the tone of demand. It means that the receivers will think that we truly need them.

4.1.2.2. Inquiry

Treece (1991, 156) states "inquiry is the request of information". Related to that definition, we write an inquiry when we need the information from the receivers. Haberfellner (1977, 11) states a businessman usually needs the information on *supply of goods, availability of goods, leaflets or catalogues,*
quotation or price, samples, terms and discounts, insurance, delivery times and deadlines and method of transports.

We use the request in inquiry in order that the receivers give the information that we need to hear or take. In inquiry, the sender requests the sender to give him or her information that he or she does not know. The sender uses the word please in a request in order that the receivers think that he or she is not arrogant.

4.1.2.3. Adjustment

Adjustment is made when we decide to grant a claim (Comeau; 1987, 50). The sender makes it because he or she is not satisfied on the service. The other reason is that the receivers know there is something left on their services. In writing an adjustment, we sometimes do not realize that we use our emotions. We usually forget to describe the adjustment in detail. Comeau (1987, 50) states an adjustment must contain the explanation in what part the receivers wrong and the appropriate suggestion.

We use the request in adjustment in order that the receivers repair the services into a better one. The sender must explain clearly in what part the services are not satisfied.

4.1.2.4. Credit

"A credit is money owned by a person, company, etc in bank account" (Oxford Dictionary; 1998, 88). We must explain our conditions in detail such as
background, reason, and hope in writing a credit. A credit must also contain the name of the sender's company, the length of time you have been in business and the name of the sender's bank (Thill; 1991, 136).

When we write it, we sometimes forget the requirements that we must fulfil. If we do not fulfil one of the requirements the receiver will think that they are cheated. The sender uses the request in credit in order that the receiver accepts the sender's credit application.

4.1.2.5. Acknowledgement

An acknowledgement is "a letter confirming receipt of something" (Oxford Dictionary; 1998, 7). Related to that definition, an acknowledgement is made to confirm that the receivers' orders have been received. It is useless when the order is being shipped or is not sent yet by the sender. The sender uses the requests in acknowledgement in order that the receivers check again the order the sender wants. The sender does it in order that receivers send the right orders, as the receivers want.

4.1.2.6. Memorandum

Treece (1991, 167) states a memorandum is a letter that is different from all others, depending on circumstances, necessary information and the relationship between the sender and the receivers. Related to that definition, a memorandum is made to confirm the problem or new that is occurred in the company.
Memorandum is written simpler than the others are. A memorandum must contain our own statements.

The sender uses the requests in memorandum in order that the receivers understand and solve the problem that is faced by the company. The sender uses the request to soften the tone though he or she demands them.

4.1.2.7. Invitation

Invitation is made to invite someone to come on the business or special events. An invitation must contain the sender's invitation clearly. The sender uses the request in invitation in order that the addresses come in his or her party or event that is made.

4.1.2.8. Follow-up Letter

Follow-up letter is made to seek the call for the interview in the company. Follow up letter is useful when there is no call for interview after a month since the application submitted. Treece (1991, 283) states that a follow up letter must not contain demanding or hurt tone, indication surprise that you have not been asked for an interview and apologize for writing. The sender uses the requests in follow up letter in order that the receiver gives the result of the interview.

4.1.2.9. Recommendation

Thill (1991, 160) states, "a recommendation letter is a letter that is mailed directly to the person or committee who requested them and are not shown to the
candidate". Related to that definition, a recommendation letter is used to support somebody else in order that he or she can get the job in the places, which he or she wants. We must be careful in making the statement in recommendation. The sender uses the requests in recommendation in order that the receiver accepts his or her recommendation.

4.1.2.10. Offer

"Offer is present for acceptance, refusal with consideration" (Oxford Dictionary; 1998, 582). Related to that definition, we use the offer letter when we would like to offer something that we have to someone. An offering letter must contain the sender's questions clearly.

In the offering letter, we try to make the reader interested in what we are saying. If we can do that, it means that our offering is successful. The sender uses the requests in offer in order that the receivers accept his or her offer.

4.1.2.11. Goodwill

Treece (1991, 132) states goodwill is a letter with the single purpose of building goodwill. Related to that definition, we write goodwill when we want to congratulate, console, apologize, and thank. We can use it for gaining the relationship or announcing the change in our businesses. We should do it in order that the customers trust our services are good.

Comeau (1987, 51) states goodwill must contain consideration in the expectations of the receivers and in the questions toward them. The sender uses
the request in goodwill in order that the sender gets the relationship closer to the receivers.

4.1.2.12. Application

"An application is act of applying" (Oxford Dictionary; 1998, 34). Related to that definition, we write an application letter when we are seeking for jobs. We write an application letter in order that we can get the job. In writing an application, we must avoid the tone as if we truly need the job. Thill (1191, 367) states that an application must contain these requirements. They are the style should project confidence, the sender's letter must reflect his or her personal style and avoid sounding cute and using slang. The sender uses the request in application in order that the sender can get the job.

Table 2. Types of Requesting Letters

<table>
<thead>
<tr>
<th>No</th>
<th>Type of business letters</th>
<th>The Types on the usage of the request</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Order</td>
<td>Order uses a request in order that the addresses can send something what we need.</td>
</tr>
<tr>
<td>2</td>
<td>Inquiry</td>
<td>We use the request in inquiry to help us in gaining the information that we need to hear or take.</td>
</tr>
<tr>
<td>3</td>
<td>Adjustment</td>
<td>We use the request in adjustment in order that the receivers repair the services into the better one.</td>
</tr>
<tr>
<td>4</td>
<td>Credit</td>
<td>The sender uses the request in credit in order that the receiver accepts the sender's credit application.</td>
</tr>
<tr>
<td>5</td>
<td>Acknowledgement</td>
<td>The sender uses the requests in acknowledgement in order that the receivers check again the order the sender wants.</td>
</tr>
<tr>
<td>6</td>
<td>Memorandum</td>
<td>The sender uses the requests in memorandum in order that the receivers understand and solve the problem that is faced by the company.</td>
</tr>
<tr>
<td>7</td>
<td>Invitation</td>
<td>The sender uses the request in invitation in order that the addresses come in his or her party or event that is made.</td>
</tr>
<tr>
<td>8</td>
<td>Follow up Letter</td>
<td>The sender uses the requests in follow up letter in order that the receiver gives the call for the interview.</td>
</tr>
<tr>
<td>9</td>
<td>Recommendation</td>
<td>The sender uses the requests in recommendation in order that the receiver accepts his or her recommendation</td>
</tr>
<tr>
<td></td>
<td>Offer</td>
<td>The sender uses the requests in offer in order that the receivers accept his or her offer.</td>
</tr>
<tr>
<td>---</td>
<td>-------</td>
<td>----------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>11</td>
<td>Goodwill</td>
<td>The sender uses the request in goodwill in order that the sender gets the relationship closer with the receivers</td>
</tr>
<tr>
<td>12</td>
<td>Application</td>
<td>The sender uses the request in application in order that the sender can get the job.</td>
</tr>
</tbody>
</table>

4.1.3. Persuasion

Boone *et al.* (1987, 278) states "persuasion is the process of influencing or changing attitudes, beliefs, values, or behaviour. Related to that definition, persuasion is used in order that the receivers are interested in the offer of the products or they pay the debts.

Persuasion can be seen when we write a persuasive message. The characteristic of business letters in persuading can be seen in the way of the sender in giving the persuasion to the receivers.

4.1.3.1. Sales Letter

Sales letter is a letter that is used by the producers or suppliers to describe or offer the products to the receivers (Boone *et al.*, 1997, 289). Related to that definition, when we write a sales letter it must contain a clear description and benefits of those products for the receivers. The sender must do it in order that the receivers are interested in those products.

The sender can use informal language in writing sales letter. The most important point is in the offer itself. Sales letter use persuasion in order that the addresses are interested in the products that are offered by the sender.
4.1.3.2. Persuasive Message

Persuasive message is a message that describes the benefits of the service to the customer (Boone et al., 1987, 278). Related to that definition, persuasive message can only be used for describing the services. If we want to describe the products that we sell, we use sales letter.

Persuasive message is effective if the sender describes the guarantee of the service clearly. Persuasive message uses persuasion in order that the receivers use the services from the sender.

4.1.3.3. Collection Message

Collection message is a message that is used for collecting the debts from the debtors who did not pay it until the time over (Treece, 1991, 219). Collection message has three stages. Early stage is used to remind the debtor that he or she did not pay the debts yet. Middle stage is used to give more time for the debtor to pay the debts if he or she cannot still pay it. Late stage is the last stage for emphasising the punishment if the debtor cannot pay the debts.

Table 3. Types of Persuading Letters

<table>
<thead>
<tr>
<th>No.</th>
<th>Type of business letters</th>
<th>The Types on the usage of the persuasion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sales letter</td>
<td>Sales letters uses persuasion in order that the receivers are interested and buy the products.</td>
</tr>
<tr>
<td>2</td>
<td>Persuasive Message</td>
<td>The sender uses persuasion in persuasive message in order that the receivers are interested and use the service.</td>
</tr>
<tr>
<td>3</td>
<td>Collection Message</td>
<td>The sender uses persuasion in collection message in order that the receivers pay the debts that are late.</td>
</tr>
</tbody>
</table>
4.2. The Elements of Business Letter

4.2.1. Order

When we write an order, we must understand what elements are used in giving the order. If we used the wrong elements, it can make the condition worse. The element of business letters in ordering can be seen in the way of the sender in giving the order to the receiver.

Sometimes, the elements can be changed. It depends on the kinds of bad news. Bad news contains an order because the sender wants the receivers to repair their mistake in order that the receiver gets the advantages.

4.2.1.1. Buffer

In writing a buffer of claim adjustment refusal, we must say there is something that we agree. This statement can make the receivers feel more respected. They will think that the company gives the appreciation on their opinions. The company must also give the reason clearly, in what part their claims are not right.

In writing the buffer of credit refusal, we give an understanding to the applicants in that their needs are very important for them. We must say it in order that the disappointment can be handled in a minute. If we ignore the way, our letters look very offending.

In writing the buffer of credit refusal, travel agent tries to make a college student confident on what he or she chose. It is made in order to give the comfort to the college student.
In the buffer of bad news memorandum, the personnel manager says that the health and hospitalisation insurance have been protecting them for many years. He says it because he wants to say to all employees that their company always protected them. He also says that his company has a better insurance than others do. It can be seen in the percentage of coverage, which is accepted by all employees. It shows that the company gives the good services to the employees (Treece; 1991, 119).

In buffer of bad news memorandum, the administrative vice president says the appreciation on the request for seminar of central college. He says that the seminar is very beneficial for the central college. He gives the admiration in order that the registration co-ordinator knows that he still respects on the attention of the registration on the event itself (Treece; 1991, 186).

In the buffer of infallible order, upholstery gives the appreciation on the good taste of the customer. The customer wants to buy a couch and a chair that are antique. The upholstery does it because she does not want to come to the problem directly. If she cannot do it, she will make the problem more unsolved (Thill; 1991, 193).

4.2.1.2. Opening

In the opening of bad news letter, the merchandising manager talks about the appreciation on the background of the applicant. He says that the applicant has a good experience in the field that he chose. The merchandising manager also wishes that the applicant could be more prosperous with his experience in the
years after. The merchandising manager does it in order to build the confidence of
the applicant. It can be seen in his wish to the applicant (Boone et al.; 1997,263).

4.2.1.3. Reason

In giving the reason of refusing the adjustment to the receivers, we cannot
give the fault and say something unreasonable to them. It can make the situation
worse and we will lose their trust.

The tone that we use in saying the reason must be appropriate because we
can build the goodwill to the receivers. If it can be done correctly, their trust will
arise. In here, the word claim means, "demand as one's due or property"(Oxford
dictionary; 1997, 147). The word claim itself sometimes can make the company
or producer nervous. It seems that they do the mistake that was unpredicted. The
solution that is usually used is ignoring the receivers by blaming and accusing
them. A Company must solve the claim without giving more problems to the
receivers.

When we refuse the credit in which the applicants want to get, we must
also give a clear reason why we refuse it. Refusing to credit is bad news. In
solving or giving, the explanation to the applicants is similar to the refusing
adjustment for claim.

Thill states “credit is refused for variety of reasons, all involving sensitive
personal or legal considerations”(1991, 196). The reasons why we refuse the
credit can be seen in the example “As soon as you meet these criteria” (Thill;
1991, 196). In a sentence above, a sender tells an receiver to complete the criteria
in order to get the credit because the sender sees the receiver did not give one term yet.

In writing the reason of credit refusal, we must give the reason in detail. We sometimes want to deny our mistakes but the way that we use is not good enough for solving the problem. Thill shows an example, creditor says that all things that he has are in good quality. He also wants that the applicants or debtors give him the guarantee that is balance.

In the reason of infallible order, the upholstery explains that all of things that are antique need a special service. She also explains that there are some other works that must be done. She promises that she can deliver the order in two week (Thill; 1991,193).

4.2.1.4. Reader benefit

In reader benefit of bad news memorandum, the personnel manager tries to give the balance. The company also pays the increase. He says in that way in order to make the employees comfort. It also shows that the company has the responsibility toward the employees (Treece; 1991,119).

4.2.1.5. Explanation

When we give the explanation in claim adjustment refusal, we must explain about the weakness of our products or services. It must be done in order that the customer does not have the feeling that they are cheated. In writing the
weakness, we cannot say it too long or too specific. If we do it, the customer will feel more disappointed.

In writing the explanation of credit refusal, we must explain our refusal in detail in order that the college student can understand what part that must be fulfilled. In the example, we can see there is a requirement that is omitted by the college student "you may complete this section" (Treece, 1991, 191). In the sentence above, the travel agent orders the college student to complete the part, which is missed. It must be said in order that the college student understand why the credit is refused.

In the explanation of bad news letter, the merchandising manager says that the staffs fill the position. He gives the explanation clearly. It can be seen in "the position for which you interviewed were just filled by a member of our own staff" (Boone et all, 1997, 263).

4.2.1.6. Criteria

In writing the criteria of credit refusal, we must give or explain about the requirement that must be fulfilled by the applicant or debtor. It can be seen in "As soon as you meet these criteria," (Thill, 1991, 196). It means that the creditor want to get something which is required from the applicants.

4.2.1.7. Bad news

In the bad news memorandum, the personnel manager says the cost of the insurance arose. It makes the company spend a lot of money. It does not change
the condition though the company paid for it. As the consequence, the employees must pay the amount by themselves (Treece; 1991,119).

4.2.1.8. Decision

In writing the decision of credit refusal, we must include the fact that supports the refusal of the credit itself.

In the decision of bad news memorandum, the administrative vice president tries to explain about the trip that he will do for the seminar influences the budget of his company, which must be controlled. He feels sorry on the decision that he made but he emphasises that the seminar is very benefit for them (Treece; 1991,186).

4.2.1.9. Suggestion

In the suggestion of infallible order, the upholstery says that she will send someone named Peter Aaron to complete the work on the furniture. She also says that his work is as good as hers is. She gives the order to the customer to Telephone Peter if there is something to discuss. It is shown in “to discuss the details, Telephone Peter at 257-2543” (Thill; 1991, 193).

4.2.1.10. Pointing Future

In pointing the future of bad news letter, the merchandising manager hopes that the applicant wants to wait until the opening arises. He says it because he wants the applicant to know that he will need him. It can also be said that the
merchandising manager gives a promise to the applicant for the job itself. The merchandising manager says “I hope you will stay in touch so that we can discuss this opening if it arises” (Boone et al., 1997, 263).

4.2.1.11. Goodwill

Goodwill of credit refusal in the last paragraph, we can offer the help in order to make the college student interested on the agent.

Goodwill of bad news letter, the merchandising manager offers a career in retailing to the applicant. He does it in order to give the other chances for the applicant. He or she will trust the company because of the solution.

Goodwill of bad news memorandum, the personnel manager convinces the employees that they will get a better service in health and hospitalisation. He says it in order to make the employees confident in paying the increase of the insurance.

4.2.1.12. Forward Look

In forward look of bad news memorandum, the administrative vice president says that he will come or participate the seminar after controlling the budget of the company. He gives an order to registration co-ordinator to inform him about the seminar, workshop, and conferences for next year. He says, “please keep me informed about the seminars, workshops, and conferences scheduled for the next fiscal year, which begins July 1” (Treece, 1991, 186).
4.2.1.13. Closing

In writing the closing of credit refusal, Thill states that we must give or show that our services are the best for them (1991, 197). Sometimes, we can give the comparison between our companies and others. It must be done in order that the debtor or applicant is confident on what they choose.

In close of bad news memorandum, the personnel manager gives an order to the employees "should you have questions, telephone me at 4523" (Treece; 1991, 119).

4.2.1.14. The Others

The first paragraph is used to make the receivers comfort because of bad news. For an example, in general bad news, a public relation says that he gives the respond toward the inquiry of the electric bill to a customer. A public relation just says one sentence in the first paragraph. He does it in that way in order to make the problem solved. For an example, in infallible order, a saleswoman sends a letter to the customer. (Elliot; 1989, 46). She says that she cannot fill the order that is made by the customer. She says thank you to the customer for ordering the ski mask. She does it in order to appreciate the attention of the customer toward the company.

The second paragraph is used to explain the reason why the sender sends bad news. For an example, in general bad news, the spokesman says that he cannot offer the student to get in though she made an application in a good way. The amount of the applicant is more than the capacity. For an example, in
infallible order. Saleswoman says that the customer must mention the colour clearly in orders that she can send the order (Elliot; 1989, 46).

Third paragraph is used to give the solution toward the problems. For an example, in general bad news, the public relation asks the customer to understand the condition that occurs in the company. He also gives a promise that the increasing of the electric bill can give a better service to the customer.

Fourth paragraph is used to give a good assumption. For an example, in general bad news, the spokesman of the college says thank you again. He does it because he wants to show his respect toward the attention or the belief of the student on the college.

### Table 4. Elements of Ordering Letters

<table>
<thead>
<tr>
<th>Order</th>
<th>Claim adjustment</th>
<th>Credit Refusal</th>
<th>General Bad news</th>
<th>Bad-news Letter</th>
<th>Bad-news Memorandum</th>
<th>Unfillable Order</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buffer</td>
<td>V</td>
<td>V</td>
<td>--</td>
<td>--</td>
<td>V</td>
<td>V</td>
</tr>
<tr>
<td>Opening</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>V</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Reason</td>
<td>V</td>
<td>V</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>V</td>
</tr>
<tr>
<td>Reader Benefit</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>V</td>
<td>--</td>
</tr>
<tr>
<td>Explanation</td>
<td>V</td>
<td>V</td>
<td>--</td>
<td>V</td>
<td>--</td>
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</tr>
<tr>
<td>Criteria</td>
<td>--</td>
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</tr>
<tr>
<td>Bad-news</td>
<td>--</td>
<td>--</td>
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<td>--</td>
<td>V</td>
<td>--</td>
</tr>
<tr>
<td>Decision</td>
<td>--</td>
<td>V</td>
<td>--</td>
<td>--</td>
<td>V</td>
<td>--</td>
</tr>
<tr>
<td>Suggestion</td>
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<td>--</td>
<td>--</td>
<td>V</td>
</tr>
<tr>
<td>Pointing Future</td>
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<td>--</td>
<td>--</td>
<td>V</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Goodwill</td>
<td>--</td>
<td>V</td>
<td>--</td>
<td>V</td>
<td>V</td>
<td>--</td>
</tr>
<tr>
<td>Forward Look</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>V</td>
<td>--</td>
</tr>
<tr>
<td>Closing</td>
<td>V</td>
<td>V</td>
<td>--</td>
<td>--</td>
<td>V</td>
<td>V</td>
</tr>
<tr>
<td>Others</td>
<td>--</td>
<td>--</td>
<td>V</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>
4.2.2. Request

Request is made in order that the receiver will fulfil our needs. We must know how to write a request. As the consequence, we must know the elements in requesting people. The element of business letters in requesting can be seen in the way of the sender when he or she gives the request to the receivers.

The elements of request sometimes are changed. It depends on the purpose of the request itself. For example, the elements of request in order are general request, details, amount and closing paragraph while in inquiry are central question, background, numbered question and courteous close. The further explanation on the elements of request can be seen in the table below.

4.2.2.1. General request

Thill (1991; 125) states general request is a request that is shown in the first paragraph of business letter. The sender must do it in order that the receivers know that he or she needs their helps. In order, the sender uses general request in order that the receivers can fulfil the sender's order.

There is an example of general request especially in giving the order. In order, customer requests to a producer to ship the items that he wants to. The customer says, "please ship by air express to the above address the following ten items" to the producer (Thill, 1991, 126).
4.2.2.3. Details & Amount

There are three examples of detail in giving acknowledgement, invitation and recommendation. For an example, in acknowledgement, the salesman says that the customer must pay the sales tax because he lives far from the place (Treece; 1991, 152). He also mentions the amount of the sales tax in order that the receiver understands that he should still pay it. For an example, in invitation, the director explains when the event begins and how they handle the accommodation (Boone et al.; 1997, 206). For an example, in recommendation, the chief executive officer tries to convince that her choice is the right one (Boone et al.; 1997, 229). She can say it because she looks at her motivation, talent, and quality.

There is an example of the amount in giving the order. In order, we must say it because it is important to say in order to support the order quickly (Thill; 1991, 126). The misunderstanding on the amount can make the order comes late.

4.2.2.4. Closing paragraph

Closing paragraph is used for emphasizing the request in order that the receiver can give what the sender wants, gaining the information that is needed by the sender, helping to solve the sender's problems, getting credit from the receivers, checking the order one more, convincing the receiver on the sender's choice and gaining the job.

There are eight examples of closing paragraph in giving order, inquiry, adjustment, credit, acknowledgement, memorandum, recommendation and application. For an example, in order, the owner requests "please charge my gold
American Express card (00000)...." (Treece; 1991, 157). She emphasizes her request on the way of payment by using the American Express card. For an example, in inquiry, the employee tries to request his friends to write the answer on the questions in direct way. He says, "please write your answers directly on this sheet and return it to me by Friday" (Thill; 1991, 128). For an example, in adjustment, the owner says to the sales manager to send her check for one-half the mailing costs. She says, "will you please send me a check for one half the mailing costs...." (Treece; 1991, 159). For an example, in credit, the credit man requests to the customer to visit Conrad's. He says, "do visit Conrad's today" (Thill, 1991, 159). For an example, in acknowledgement, the owner requests the customer to order the things from hers by using the card number and the expiration date. The owner says, "just show your card number and the expiration date on the enclosed order blank" (Treece; 1991, 161). For an example, in memorandum, the employee requests to the readers to give him suggestion to support his decision. He says, "if you have any other suggestions for improvement; please let me know" (Thill; 1991, 154). For an example, in recommendation, the chief executive officer says that Marissa can be a good employee if she is accepted in that company (Boone et all; 1997, 229). For an example, in an application, the applicant says, "please phone me any afternoon between 3 and 5 p.m. at (919) 220-6139 to let me know the day and time most convenient for you" (Thill; 1991, 375).
4.2.2.5. Information & Request

There are two examples of information. For an example, in order, an owner says about the items that she wants and the amount that she describes. Before saying the information, the owner says the request “please send the following items by fast mail” (Treece; 1991, 157). The credit manager requests the salesman to use the credit freely. She says, “use your credit freely” to the salesman (Treece; 1991, 166).

Request is used for gaining the discount from the receiver, getting the respond or information from the receiver, getting the receiver’s attention on the problem, gaining the answer from the receiver and for inviting the receivers to come to the sender’s party or event.

There are five examples of request in giving order, inquiry, adjustment, memorandum and invitation. For an example, in order, the owner says the request for the discount. She requests the discount on the items of her order. In here, she orders four items, they are *Aran Tam O’Shanter* (6), *Hand-Crocheted vest (medium)* (6), *Hand-Crocheted vest (large)* (6), and *Mohair Cape* (2) (Treece; 1991, 157). For an example, in inquiry, a personnel wants all employees to respond his questionnaire. He says, “please take a few moments to respond to this questionnaire” to all employees (Thill; 1991, 129). For an example, in adjustment, the owner writes it in capital “REQUEST FOR ADJUSTMENT IN MAILING CHARGES” to the sales manager (Treece; 1991, 159). It is written in that way in order that the sales manager pays attention to the problem. The other purpose is that the owner wants to say that she is satisfied with the service. For an
example, in memorandum, the executive vice president requests the chairperson to answer the fax that he sent. He says, "can you let me know by return fax the following" (Boone et al; 1997, 208). For an example, in invitation, the public relation says that the families of all employees are invited to attend the event (Thill; 1991, 160).

4.2.2.6. Central & Numbered Question

Central question is used for seeking the information from the receiver. There is an example of central question especially in giving the inquiry to the receivers. In inquiry, an employee asks to his friends who are employees how to use their flexible time in their places (Treece; 1991, 128). The sender does it in order that he can get the answer of his question.

Numbered question is used for emphasizing the information that is needed by the sender. There is an example of numbered question especially in giving the inquiry to the receivers. The sender asks the receivers the numbered questions in order that the receivers can understand what the sender seeks (Thill; 1991, 128). He does it because he wants to know the clear answer from the questions itself.

4.2.2.7. Background

Background is used for describing the condition that will be faced by the receivers and describing the details of the company.

There are two examples of background in giving inquiry and credit. For an example, in inquiry, the employee tries to describe about the flexible time that
they received last week (Thill; 1991, 128). The writer says it in order that the readers remember how they use the time. For an example, in credit, the house wares buyer gives the details of the company (Thill; 1991, 137). She does it in order that the distributor feels sure that she can get the credit from the company.

4.2.2.8. Explanation

Explanation is used for explaining the reason why the sender sends the inquiry to the receivers, explaining the unsatisfied service of the receiver, explaining the reason why the condition is changed, explaining the advantages if the receiver come to that event or party, explaining background and experiences from the sender's choice and explaining background and experiences of the sender.

There are six examples of explanation in giving inquiry, adjustment, memorandum, invitation, recommendation and application. For an example, in inquiry, the builder says about the future in his business (Thill; 1991, 131). He says that ten refrigerators are very important for his business because he wants to build a new apartment in which needs it. For an example, in adjustment, the owner says that there is something missing in mailing charges. She tries to explain that the costs are not balance with the amount she accepts (Treece; 1991, 159). For an example, in memorandum, the personnel manager says that the increase of take home pay comes from the decrease of their insurance (Treece; 1991, 118). He also gives the amount in order that the reader will not be confused. For an example, in invitation, the public relation says that each family will get the gift from the event (Treece; 1991, 160). She also gives the instruction to the
employees. For an example, in recommendation, the chief executive officer tries to explain about Marissa's background and experiences (Boone et al., 1997, 229). She says that Marissa can prove her ability. For an example, in an application, the applicant says that he can make a business letter and explains that he has the experience as an assistant to the chief nutritionist (Thill, 1991, 375). It means that he really understand on what he should do.

4.2.2.9. Avoidance & Opening

Avoidance is used for seeking the information from the receiver. There is an example of avoidance especially in giving the inquiry to the receiver. The builder requests the supplier to answer the questions that he has. He says, "please answer the following question" to the supplier (Thill, 1991, 130).

Opening is used for explaining the purpose of letter from the sender, making the receiver interested on what the sender said, welcoming the receiver, saying congratulation to the receiver because he won something, saying the request to the receiver and saying the sender's interest.

There are six examples of opening in giving inquiry, adjustment, credit, memorandum, invitation and application. For an example, in inquiry, the customer service representative says about the purpose of the letter itself. He also says that the request of the receiver is guaranteed (Thill, 1991, 133). For an example, in adjustment, the sender tries to give the good news to the receiver. He does it because he wants to show that the services are good (Boone et al., 1997, 226).
For an example, in credit, the credit man says welcome to the customer of Conrad. He says that the shopping in Conrad's is easier than in the others (Thill; 1991, 159). For an example, in memorandum, an executive vice president says congratulations to the chairperson. He won the seventh Annual Reader's Digest Global Pegasus Award (Boone et al.; 1997, 208). For an example, in invitation, the director invites the expert to lead the panel discussion. He requests the expert to come to his seminar. He says, "would you be available to lead the panel discussion on asbestos management?" (Boone et al.; 1997, 206). For an example, in an application, the applicant says that he is interested in the advertisement and tells that he can use the computer system in that office (Thill; 1991, 375).

4.2.2.10. Action & Boxes

Action is used for giving the explanation on doing something to the receiver. There is an example of action especially in giving the inquiry. The customer service representative says that the customer can give a mark on a box on the enclosed Tax Decision Form. They must fill "their social security number, sign, date the form, and mail it to the customer service representative" (Thill; 1991, 133)

Boxes are used for describing something when the receiver refuses the sender's offer. There is an example of boxes especially in giving the inquiry. The sender gives the description if they do not want taxes withheld marking "no" on the form and send it back to the customer service representative.
4.2.2.11. The Others

Other is the element of business letter in which the sources do not mention the elements clearly. First paragraph is used to increase the receivers' confidence. For an example, in adjustment, a sender gives the appreciation to the restaurant owner. For an example, in follow up letter, the applicant tries to explain that she is still interested in the position, which is offered. She waits for three months without any news of her application. For an example, in the offer, the personnel say that he is happy because he can offer Mike the position as junior sailing counsellor. For an example, in goodwill, the professor says congratulation to the director of personnel operations because of her position. For an example, in an application, the applicant says about the chance for working in the company.

Second paragraph is used to explain the condition. For an example, in adjustment, the writer gives the numbered unsatisfied services. It is done in order that the reader knows where the mistakes are. For an example, in follow up letter, the applicant tries to describe her background on a job. She has an experience in a local insurance agency. For an example, in the offer, the personnel say that there are 200 applicants but there are only 50 applicants who can be accepted. For example, in goodwill, the professor says that she is a good student. He is very sure that she can be a successful woman. For example, in an application, the applicant mentions Mrs. Anita Klein as his reference. He says that she shows him a job in that company.

The third paragraph is used to explain the reason why the sender send the letters. For an example, in follow up letter, the applicant requests the personnel to
keep the application in the active file. For an example, in adjustment, the sender tries to give the other chance. It can be said in that way because the sender says that he will come again in December 10. For an example, in the offer, the personnel say about the beginning of the staff orientation. It means that the applicant must submit his contract before that day. For an example, in goodwill, the personnel say that he will wait the applicant to join to the company in the summer. For an example, in an application, the applicant says that he has an Airframes License. He is sure that he can make his duty easier and faster.

Last paragraph is used to say the request. For an example, in adjustment, the sender requests the restaurant owner to call him to discuss the situation further. He says, "please call me at 372-9290, ext 271, any time this week to discuss this situation further" to the restaurant owner (Thill; 1991, 135). For an example, in follow up letter, the applicant wants to join in that company. He says on that way in order that the partner knows his quality on that job. For an example, in goodwill, the professor says, "best wishes for continued success" (Treece; 1991, 135). For an example, in an application, the applicant says, "may I talk with you at your convenience?" (Treece; 1991, 266).

4.2.2.12. Goodwill

Goodwill is used for giving the appreciation on what the receiver did, welcoming the receiver, giving the hope to the receiver and emphasizing the opportunity that is given to the receiver.
There are four examples of goodwill in giving adjustment, credit, memorandum and invitation. For an example, in adjustment, the owner gives the appreciation to the effort of the company in shipping the order. For an example, in credit, the credit manager says welcome to the credit customer. For an example, in acknowledgement, the owner welcomes the customer. For an example, in memorandum, the personnel manager says that the increase in take home pay can be caught if the employees work hard (Treece; 1991, 118). For an example, in invitation, public relation says that the employees to take the family in order to meet the others (Treece; 1991, 160).

4.2.2.13. Reason & Overview

Reason is used for explaining the reason why they got unsatisfied service from the sender and explaining the reason why the sender chose the receiver.

There are two examples of reason in giving adjustment and invitation to the receiver. In adjustment, the president tries to give the clear description on what happen in that day (Boone et al.; 1997, 226). In the invitation, the director gives the answer or the reason why the expert is the right person to lead the panel discussion (Boone et al.; 1997, 206).

Overview is used for explaining the advantages of the tour that will be got by the receiver. There is an example of overview especially in giving the adjustment to the receiver. In adjustment, the president tries to show again about the advantages of his tour. He also says about some points that support his statement (Boone et al.; 1997, 226).
4.2.2.14. Main idea & Possibility

Main idea is used for saying the request to the receiver, saying that the sender will send the receiver's order and emphasizing the support to the sender's choice.

There are three examples of main idea in giving credit, acknowledgement and recommendation. In credit, a house wares buyer requests to a distributor to fill the following order on a credit basis. She says, "please fill the following order on a credit basis" (Thill; 1991, 137). In acknowledgement, the sales say that the customer will get his order in two weeks (Thill; 1991, 152). In recommendation, the umpire says that he will support Jim Esposito’s application in order that he can be accepted as a member in the West Bay Umpires’ Association (Thill; 1991, 161).

Possibility is used for emphasizing the request to the receiver. There is an example of possibility especially in giving credit to the receiver. In credit, the house wares buyer tries to continue the order. She does it in order to get the credit from the company (Thill; 1991, 137).

4.2.2.15. Objective statement & Approval

Objective statement in credit is used for giving the way to get credit easily. For an example, the credit man tries to give the description how to get the credit easily without using the tone, which is demanding (Thill; 1991, 159).
Approval is used for giving the appreciation to the receiver. For an example, the credit manager gives the appreciation to the sales because their credit rating is good (Treece; 1991, 166).

4.2.2.16. Sales promotion

Sales promotion is used for making the relationship closer and offering the receiver the other products in order he or she buys those products.

There are two examples of sales promotion in giving credit and acknowledgement. In credit, the credit manager says about the business relationship. She says it in order that their relationship can be occurred for long time (Treece; 1991, 166). In acknowledgement, the owner says that the customer can buy everything what they want because the owner prepared it. The owner adds the complete facilities in the lower price.

4.2.2.17. Good news

Good news is used for saying that the receiver can get credit easily, saying thank you to the receiver and saying the good information for the receiver.

There are three examples of good news in giving credit, acknowledgement and memorandum. In credit, the credit manager says that the new customer can use the credit easily (Boone et al., 1997, 224). In acknowledgement, an owner says thank you to her customer for ordering. She does it in order to make the reader feels happy as if the owner respects them (Treece; 1991, 161). In
memorandum, The employee gives more time for them to search other areas for parking (Thill; 1991, 154).

4.2.2.18. Customer's name & Problem's cause

Customer's name is used for making the relationship closer. For an example, the salesman uses the name of the customer, Mr Harmon.

Problem's cause is used for explaining the cause of that problem. For an example, employee says that the plant workers cannot use the place. The solution is giving more time to the plant workers to search the place for parking.

4.2.2.19. Reader benefit

Reader benefit is used for explaining the condition, which gives benefit for the receiver. For an example, the personnel manager tries to explain that the employees who are seldom to be sick, their premiums will get lower (Treece; 1991, 118).

4.2.2.20. Recommendation & Nature of relationship

Recommendation is used for convincing the receiver on sender's choice. For an example, the chief executive officer says that she recommends Marissa Samuels in advertising. She does it because she is sure that Marissa is the right person in the right position. The chief executive officer says, "I highly recommend Marissa to anyone considering her for employment in advertising" (1997, 229).
Nature of relationship is used for convincing the receiver to the sender's choice. For an example, the umpire says that he and Jim have the same high school and college baseball games. He tries to convince the association manager that Jim is a good umpire. He also says that the managers and players respect Jim (Thill; 1991, 161).

Table 5. Elements of Requesting Letters

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4.2.3. Persuasion

Persuasion can be seen when we write the persuasive messages. The element of business letter can be seen in the way of the sender when he or she give the persuasion to the receivers.

Troece states “customers must be convinced” (1991, 203). Boone et all states “persuasion is the process of influencing, or changing attitudes, beliefs, values, or behaviours” (1997, 278).

4.2.3.1. Personal Challenge

Personal challenge is used for challenging the receivers to feel and gain the advantages of the products. There is an example of personal challenge especially in giving sales letter to the receivers. The president challenges the director of purchasing to try to rip apart the enclosed plastic bag and think about your packaging problems (Boone et all; 1997, 290).
4.2.3.2. Promise & Selling Point

Promise is used for giving the guarantee that the products are really good. There is an example of promise in giving sales letter to the receivers. The president says that his company can create a package for the director of purchasing. He does it in order that the reader feels confident because he gets a good respond (Boone et al.; 1997, 290).

Selling point is used for giving the advise for the receiver. The sender tries to state the advice clearly and directly. There is an example of selling point in giving sales letter. The manager says that it will be better to service the thermometer earlier (Treece; 1991, 219).

4.2.3.3. Benefit & Quality

Benefit is used to describe the advantages that the receivers receive if they follow the advise from the sender. There is an example of benefit in giving sales letter. The manager explains about the benefit if they service the thermometer earlier. Therefore, they will feel comfort in the winter (Treece; 1991, 219).

Quality is used to emphasize the quality of the product. The product cannot be used because the receivers does not follow the advise from the sender. There is an example of quality especially in giving sales letter. The manager explains about the disadvantages if they do not do as what he said. They will pay more for the thermometer because of their own fault (Treece; 1991, 219).
4.2.3.4. Attention

Attention is used for gaining the attention from the receivers. It is done in order that the receivers are interested on the product he or she offers. There is an example of attention in giving sales letter. The marketing director says that the opinion of backpacker is right. He gives the appreciation in order to get the reader's attention (Treece; 1991, 213).

4.2.3.5. Interest & Desire

Interest is used for making the receivers interested on the products we offer. There is an example of interest especially in giving sales letter. The marketing director tries to make the reader interested on what he said (Treece; 1991, 213).

Desire is used for convincing the receivers in order to buy the products. There is an example of desire in giving sales letter. The manager convinces the readers that the service is good for them (Treece; 1991, 219).

4.2.3.6. Closing

Closing used for emphasising the offer from the sender and emphasising the service from the receivers. There are two examples of closing action in giving sales letter and collection message. For an example, in sales letter, the president asks, “is not it time to explore ways to increase your share of the market through better packaging?” (Boone et al; 1997, 290). For an example, in collection
message the credit manager says, “please allow us to keep serving you by sending your check today” (Boone et al; 1997, 296).

4.2.3.7. Action

Action is used for gaining the respond of the offer from the receivers, gaining the respond of the service from the receivers and gaining the respond from the receivers because they did not pay the debt yet. There are three examples of action in giving sales letter, persuasive message and collection message. For an example, in sales letter, the marketing director says, “please give me a call to work out the details” (1991, 214). For an example, in persuasive message, the program manager says, “just remember to dial 1 900 555-1212” (Boone et al; 1997, 281). For an example, in collection message, the credit manager says, “send your check for $813.75” (Treece; 1991, 224).

4.2.3.8. Ultimatum

Ultimatum is used to emphasise the punishment if the receivers still do not pay the debt. There is an example of ultimatum especially in giving collection message. In collection letter, financial services manager says, “you will act promptly and forward us your check in full immediately” in the point of ultimatum (1997, 297).
4.2.3.9. The Others

In the second example, the writer would like to show the collection message from a credit manager to an owner (Treece, 1991, 226). First paragraph is used to get the receivers’ attention. For an example, in collection letter, the sender tells the receiver that his time to fulfil his account is over.

Second paragraph is used to emphasize the persuasion. For an example, in collection letter, the sender says, “please telephone me immediately at 000-0000 in order to arrange payment and thus protect your credit rating” to the owner (1991, 226).

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4.3. The Expressions in Business Letter

4.3.1. Order

When we give an order, we must see the occupation, the age, and the sex (Dressner, Janis, and Kilduff, 1956,127). We must realize it first. The other consideration that can be occurred is how close the relationship between the receivers and us. In here, the writer tries to show many examples in ordering people in a business letter (talk to people of the same and the different level).

4.3.1.1. The Same Level

Before explaining further, the writer would like to say that he shows the expression of one part only in business letter because the expression can be seen in one part only (Stewart, 1968, 78). When we give the positive alternative close in claim adjustment refusal, we order people to do something what we want. It can be seen in an example that is taken from Thill’s book. We work at the sportswear Swimsuit Company. Suddenly, there is a customer’s letter that says about the claim on the swimsuit. Our order can be seen in the positive alternative action “inspect it carefully” (1991, 195). It means that we would like the customer to inspect the problem repeatedly.

In the positive alternative action, the company person says, “inspect it carefully” without using the word “please” or using the phrases “will you” or “would you” because they are on the same level. We sometimes use less formal phrase or sentence to our customers.
Company → Customer
Gives order

In the second example of claim adjustment refusal, taken from Treece's book, Customer Service Representative orders to the customer to inspect the merchandise before they take it home (1991, 190). The phrase that is used by the Customer Service Representative is same as the company person to the customer. In the action close, he or she does not use the word and phrase, such as; please, will you, would you.

Customer Service Representative → Customer
Gives order

In the criteria of credit refusal, we are as a creditor must give or explain about the requirement that must be fulfilled by the applicant or debtor. It can be seen in "As soon as you meet these criteria," (Thill; 1991, 196). It means that the creditor wants to get something, which is required from the applicants. In closing the letter, the creditor says that sentence without using please, will you, would you because we talk to the people of the same level.

Creditor → Debtor or applicant
Gives order

In this example, the travel agent orders the college student to complete the part, which is missed. In the explanation of credit refusal, it must be said in order that the college student understand why the credit is refused. Travel agent says, ".. You may complete this section" (Treece; 1991, 191) to the college student without using please, will you, would you because she says to people of the same level.
In this example, the public relation says, "If you have further questions, please do not hesitate to call or write" (Comeau, 1987, 69). At the last paragraph of general bad news, he uses the word please in that sentence above though he talks to people of the same level. It can be said that the public relation does not know the customer well.

In a forward look of bad news memorandum, the administrative vice president says that he will come or participate the seminar after controlling the budget of the company. He gives an order to registration co-ordinator to inform him about the seminar, workshop, and conferences for next year. He says, "please keep me informed about the seminars, workshops, and conferences scheduled for the next fiscal year, which begins July 1" (Treece, 1991, 186).

In forward look, the administrative vice president says it using the word please because he does not the registration co-ordinator well though he talks to people of the same level.

In the suggestion of infallible order, upholstery says that she will send someone named Peter Aaron to complete the work on the furniture. She also says that his work is as good as hers is. She gives the order to the customer to phone
Peter if there is something to discuss. It is shown in "to discuss the details, phone Peter at 257-2543" (Treece; 1991, 192). In the suggestion, she says to the customer without using please, will you, or would you because she talks to people of the same level.

Upholstery  ----------  --->  Customer  
Gives order

In the second paragraph of second example, she gives an order to the customer to give or mention the colour clearly in orders that she can send the order. It is showed in "please call me at (800) 495-5000 with your reference, so I can send you your ski mask as soon as possible" (Boene et al.; 1989, 46). In the second paragraph of infallible order, she says the sentence using the word please though she talks to people of the same level because she does not know the customer well or she has more respect on the customer.

Sales woman  ----------  --->  Customer  
Gives order

4.3.1.2. The Different Level

In the third paragraph of general bad new, the spokesman of the college says that he ranks all application and keeps them on the file. He says that her application is on 16,482 of 17,876. The spokesman says that she can join in July 31. It can be seen in "should a vacancy arise, you will be notified by July 31" (Comeau; 1987, 67). In the last paragraph, he says it without using please, will you, or would you because he talks to people of the different level.
The spokesman of the college

Gives order

The student

In pointing the future of bad news letter, the merchandising manager hopes that the applicant wants to wait until the opening arises. He says it because he wants the applicant to know that he will need him. It can also be said that the merchandising manager gives a promise to the applicant for the job itself.

In pointing the future, the merchandising manager says, "I hope you will stay in touch so that we can discuss this opening if it is arises" (Boone et al.; 1997, 263). He says it without using please, will you, or would you because he talks to people of the different level.

The merchandising manager

Gives order

Applicant

In closing paragraph of bad news memorandum, the personnel manager gives an order to the employees "should you have questions, telephone me at 4523" (Treece; 1991, 119). The personnel manager says the sentence without
using *please, will you, would you*. He does it because he talks to people of the different level.

```
Personnel manager
    
  Gives order

Employees
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4.3.2. Request

In requesting people, we sometimes do not take the place as what we are. The use of the word *please* almost exists in every example of good-news letters that are taken from the books. The sender does it because he or she wants the receivers can fulfil the requests. The writer would like to show the examples of requesting people in business letters below.

4.3.2.1. The Same Level

In the general request of the order, a customer requests to a producer to ship the items that he wants to. The customer says, "*please ship by air express to the above address the following ten items*" to the producer. Actually, the customer talks to people of the same level but in this case, he makes an order. He thinks that the request is the right way to make his order complete. In here, he uses the word *please* to support his request though he talks to people of the same level.

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Customer ————> Producer

Requests
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In the general request of the order, the office manager says, "please deliver the following pieces of cut lumber to the above address this Friday afternoon (August 12)". He says it by using the word please. He does it because of his request not because of the level though he talks to people of the same level.

The Office Manager ———> Producer

Requests

In giving the information of the order, an owner says about the items that she wants and the amount that she describes. Before saying the information, the owner says the request "please send the following items by Fast mail" (Treece; 1991, 157). The owner says it by using the word please because of her request not because of the level though she talks to people of the same level. She does it in order that she can get the order comfort or safely.

The Owner ———> Sales Manager

Requests

In the courteous close of the inquiry, the employee tries to request his friends to write the answer on the questions in direct way. He says "please write your answers directly on this sheet and return it to me by Friday" (Thill; 1991, 128). The employee talks to people of the same level but he uses the word please in his request. He does it because of his request not because of the level.

Employee ———> Employee

Requests

In the avoidance of the inquiry, the builder requests the supplier to answer the questions that he has. He says, "please answer the following question" to the
supplier (Thill; 1991, 130). He talks to people of the same level but he uses the word *please* because of his request.

![Builder](Builder) ××× Supplier

Requests

In the courteous close of the inquiry, customer service representative says, *please let us know your decision by November 1...* (Thill; 1991, 133). He talks to people of the same level but he uses the word *please* because of his request.

![Customer Service Representative](Customer Service Representative) → Customer

Requests

In the last paragraph of the adjustment, the customer requests the restaurant owner to call him to discuss the situation further. He says, *"please call me at 372-9200, ext 271, any time this week to discuss this situation further"* to the restaurant owner (Thill; 1991, 135). The customer talks to people of the same level but he uses the word *please* because of his request.

![Customer](Customer) → Restaurant Owner

Requests

In the action close of the adjustment, the owner says to the sales manager to send her check for one-half the mailing costs. She says *"will you please send me a check for one-half the mailing costs..."* (Treece; 1991, 159). She actually talks to people of the same level but she uses the word *please* because of her request.

![The Owner](The Owner) → Sales Manager

Requests
In the request of the adjustment, a president requests the president to tell him by July 22 if there is a new tour, which is beneficial. He says, "please let me know by July 22 if the new mansion tour is satisfactory and the exact date you want to book" to the president. He talks to people of the same level but he uses the word please because of his request.

A House wares buyer requests

In the main idea of the credit, a housewares buyer requests to a distributor to fill the following order on a credit basis. She says, "please fill the following order on a credit basis" (Thill; 1991, 137). She actually talks to people of the same level but she uses the word please because of her request.

In the courteous close of the credit, credit man requests to the customer to visit Conrad's. He says, "do visit Conrad's today" (Thill; 1991, 159). He says it without using please, will you, or would you. He does it because he talks to people of the same level. The other reason, he wants to show that his company is beneficial for them.

In other information of the credit, the credit manager requests to the sales to use the credit freely. She says, "use your credit freely" to the sales (Treece;
1991, 166). She says it without using please because she talks to people of the same level.

Credit Manager → Salesman

Requests

In business promotion of the credit, a credit manager requests the new customer to keep him in mind. He says, "please keep us in mind for all of your auto supply needs" (Boone et al.; 1997, 224). He talks to people of the same level but he uses the word please because of his request or he does not know the person well.

Credit Manager → New Customer

Requests

In the action close of the acknowledgement, an owner requests the customer to order the things from hers by using the card number and the expiration date. The owner says, "just show your card number and the expiration date on the enclosed order blank" (Treece; 1991, 161). She says it without using please, will you, or would you because she talks to people of the same level.

Owner → Customer

Requests

In the closing of the acknowledgement, the sales request the customer to pick up the phone and call. He says, "just pick up your phone and call toll-free 1-800-411-6446 between 9 a.m. and 6 p.m. weekdays (Central Standard Time)" (Thill; 1991, 152). He says it without using please, will you, or would you because he talks to people of the same level.
Sales → Customer

Requests

In the appreciative close of the memorandum, the employee requests to the receivers to give him suggestion to support his decision. He says, “if you have any other suggestions for improvement; please let me know” (Thill: 1991, 154). He uses the word please because of his request not because the level. In this case, he talks to people of the same level.

Employee → Employee

Requests

The opening of the memorandum follows with the request. The executive vice president requests the agent to answer the fax that he sent. He says, “can you let me know by return fax the following” (Boone et al; 1997, 208). He talks to people of the same level. He does not use the word please in that sentence but he uses the word can to support his request.

Executive Vice President → Agent

Requests

In the opening of the invitation, the director invites the expert to lead the panel discussion. He requests the expert to come to his seminar. He says, “would you be available to lead the panel discussion on asbestos management?” (Boone et al; 1997, 206). He says the sentence by using would you though; he talks to people of the same level. He does it because of his request not because of the level.

Director → Expert

Requests
In the second paragraph of the offer, an officer says, "please place the label on the optometrist's page of your telephone book" (Comeau, 1987, 53). He says it using the word please because of his request not because of the level. He talks to people of the same level.

Officer → Patient
Requests

In the second paragraph of the offer, the salesman requests the customer to send the check for the offer. He says, "please send us your check for $171.00 for the full year's mowing by April 30" (Comeau; 1989, 18). He uses the word please because of his request not because of the level. He talks to people of the same level.

Salesman → Customer
Requests

In the second paragraph of the offer, a cleaner says, "please take a minute to call me at 773-4592 and schedule an appointment" (Elliott; 1989, 19). He uses the word please because of his request not because the level. Actually, he talks to people of the same level.

Cleaner → New Customer
Requests

In the second paragraph of goodwill, professor says, "best wishes for continued success" to director of personnel operations (Treece; 1991, 135). He says in that way because he talks to people of the same level.
In the second paragraph of goodwill, the travel agent says, "may your special day be happy, as well as all the days to come" (Treece; 1991, 136). She says it in that way because she talks to people of the same level.

In the last paragraph of goodwill, the owner says, "we look forward to continued business relationships that will be pleasant and profitable for both you firm and ours" (Treece; 1991, 137). She says it in that way because she talks to people of the same level.

In the second paragraph of goodwill, director, a public relations says, "we would appreciate the opportunity to meet your banking needs" to newcomers (Treece; 1991, 139). She says in that way because she talks to people of the same level.

4.3.2.2. The Different Level

In the basic request of the inquiry, a personnel wants all employees to respond his questionnaire. He says, "please take a few moments to respond to this
questionnaire" to all employees. We see that the personnel talk to people of the different level. The employees' levels are lower than the personnel's are. Factually, the personnel need not to use the word please because of his level but he does it because of his request.

The Personnel

Requests

All Employees

In the action close of the memorandum, the personnel manager tries to explain more detail to the employees if there is any question. He says, "should you have questions; please telephone me at 5423" (Treese; 1991, 118). He talks to people of the different level, which are lower status than he is but he uses the word please because of his request.

Personnel Manager

Requests

Employee

In goodwill and action close of the invitation, public relation says that the employees to take the family in order to meet the others. She says, "please take this opportunity to meet other employees and their families" (Treese; 1991, 160).
She talks to people of the different level, which has a lower status. She uses the word please because of her request.

In the second paragraph of the follow up letter, the applicant requests the partner to arrange interview. He asks, "will you please arrange an interview?" (1991, 283). He uses "please" and "will" you to talk to the partner because he talks to people of the different level. He is in a lower level than the partner is.

In the third paragraph of the follow up letter, the applicant requests the personnel to keep the application in the active file. The applicant says, "please keep my application in your active file.."(Thill;1991, 377). She uses the word please because she talks to people of the different level, which is higher than she is.
In the strong recommendation of the recommendation, the chief executive officer recommends Marissa Samuels in advertising. She does it because she is sure that Marissa is the right person in the right position. The chief executive officer says, "I highly recommend Marissa to anyone considering her for employment in advertising" (1997, 229). She says in that way because she talks to people to the different level which is lower than she is.

In the closing of the recommendation, the umpire says that he will try to give his skills in detail to the association manager. He says, "I would be happy to elaborate on his skills if you call me at home any evening (231-0977)" (Thill; 1991, 161). He says it in that way because he talks to people of the different level, which is higher than he is.

In the third paragraph of the offer, the personnel say about the beginning of the staff orientation. It means that the applicant must submit his contract before
that day. He says, "please sign and return this enclosed contract" (Comeau; 1987, 53). He says it using the word please because of his request not because of the level. He talks to people of the different level, which is lower than he is. In the last paragraph, the writer says that he will wait the applicant to join to the company in the summer.

In the closing action of the application, the applicant says, "please phone me any afternoon between 3 and 5 p.m. at (919) 220-6139 to let me know the day and time most convenient for you" to a director of administration (Thill; 1991, 375). He says it using the word please because he talks to people of the different level.

In the last paragraph of the application, an applicant says, "may I talk with you at your convenience?" to a president (Treece; 1991, 266). He says it in that way because he uses someone who is known by president as his reference. In this letter, we can see that the applicant uses Mrs Anita Klein as his reference. As the
consequence, the request he writes is less formal though he talks to people of the different level, which is higher than he is.

In the fifth paragraph of the application, the applicant says, “please write or telephone to let me know when I may talk with you about working for Federal Express” (Treece; 1991, 267). He says in that way because he talks to people of the different level, which is higher than he is.

In the fourth paragraph of the application, an applicant says, “will you please call to arrange a time when we can talk about putting my maintenance and repair skills to work for Federal Express?” (Treece; 1991, 271). He says in that way because he has a reference that is known by the maintenance and engineering department. As the consequence, he writes the application in less formal sentence.

Maintenance and Engineering Department

Requests

Applicant
4.3.3. Persuasion

Syremonds (1958; 138) states, “In writing a business letter we should first of all express ourselves and use our own words to convey what we have to say.” Words that we use must also relate to whom we send the letters and for what aim and reason we make it. In here, the writer would like to show some examples of expressions in business letter (same and different level).

4.3.3.1. The Same Level

In the closing action of the second example, a manager asks, “do not put off your auto’s winter check-up” to customer (1991, 219). He says it in that way because he talks to people of the same level.

Manager \[\rightarrow\] Customer

Persuades

In the action of the third example, a marketing director says, “please give me a call to work out the details” to a backpacker magazine (1991, 214). He says it because he respects the backpacker. Actually, he talks to people of the same level.

Marketing Director \[\rightarrow\] Backpacker Magazine

Persuades

In the action of the first example, the program manager says, “just remember to dial 1 900 555-1212” (Boone et al.; 1997, 281). He says it in that way because he talks to people of the same level.

Program Manager \[\rightarrow\] Customer

Persuades
In the action of the second example, the president says, "put your pen to your check" (Treece; 1991, 220). He says in that way because he talks to people of the same level.

President → Customer
Persuades

In the action of the first example, the paralegal says, "please call me as soon as possible" (1997, 295). He says in that way because he talks to people of the same level.

Paralegal → Customer
Persuades

In the action, the guest representative says, "please send your payment for the amount shown as guest balance due within the next ten days" (1991, 223). He says it in that way because of his respect not because the level. He talks to people of the same level.

Guest Representative → Patient
Persuades

The writer would like to describe directly on the closing. The credit manager says, "please allow us to keep serving you by sending your check today" (Boone et al., 1997, 296). He says in that way because of his respect not because of the level. Actually, he talks to people of the same level.

Credit Manager → Owner
Persuades
In the first example, we can see in the action. The credit manager says, "send your check for $813.75" (Treece; 1991, 224). She says in that way because he talks to people of the same level.

Credit Manager → Customer
Persuades

In the second example, we directly see to the action. The advertising chairman says, "just send your check for the $200 balance due in the enclosed..."(Treece; 1991, 225). She says it in that way because she talks to people of the same level.

Advertising Chairman → Customer
Persuades

In this example, the writer would like to show the collection letter in the late stage from a financial services manager to a debtor. He says, "you will act promptly and forward us your check in full immediately" in the point of ultimatum (1997, 297). He says in that way because he talks to people of the same level.

Financial Services Manager → Debtor
Persuades

In here, the writer would like to show the collection letter from a credit manager to an owner. He says to the owner "please telephone me immediately at 000-0000 in order to arrange payment and thus protect your credit rating" (1991, 226). He says it in that way because of his respect not because the level. Actually, he talks to people of the same level.
Credit Manager → Owner

4.3.3.2. The Different Level

In the closing action of the first example, a president asks, "is not it time to explore ways to increase your share of the market through better packaging?" to a director of purchasing (Boone et al., 1997, 290). He says in that way because he says to people of the different level, which is lower than he is.

President

Persuades

Director of Purchasing

4.4. The Characteristics of Business Letters

4.4.1. Brevity

Stephenson (1949, 20) states, "brevity is a short and concise mode of expression is essential, which should aim at expressing as much as possible in as brief a form as is consistent with cleanness and courtesy". Requesting and persuading letters are briefer than ordering letters. First reason, when we write ordering letters, we will send bad news automatically. Our letters can make the receivers' emotions rise up. We should give the explanation longer than requesting letters in order to decrease the emotions. If we cannot do that the receivers will not understand and repair their mistakes. Second reason, when we
write requesting and persuading letters too long, it will make the receivers confused on what we want them to do (see at the lists in the appendices).

4.4.2. Clarity

Stephenson (1949,20) states, “Clarity is a word selection in order that the receivers understand on what we want”. In ordering and requesting letters, clarity can be seen in the explanation. The explanation has a function to explain the reason why the sender sends bad news or good news to the receivers. In the persuading letters, clarity can be seen in the interest. That element has a function to convince the receivers that our messages are useful for them (see at the lists in the appendices).

4.4.3. Courtesy

Stephenson (1949,20) states, “the usage of a polite form of language”. In this part, the writer would like to say that requesting and persuading letters are more formal than ordering letters (see at the lists in the appendices). First of all, the sender does it because he wants the receivers fulfill what he needs. Secondly, when we write requesting and persuading letters, we must use “please”, “will you”, “would you” in order that our letters will not sound demanding.
<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Ordering Letters</th>
<th>Requesting Letters</th>
<th>Persuading Letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brevity</td>
<td>Long</td>
<td>Short</td>
<td>Short</td>
</tr>
<tr>
<td>Clarity</td>
<td>Explanation</td>
<td>Explanation</td>
<td>Interest</td>
</tr>
<tr>
<td>Courtesy</td>
<td>Less Formal</td>
<td>Formal</td>
<td>Formal</td>
</tr>
</tbody>
</table>
CHAPTER V

CONCLUSION

The explanation of the types, characteristics, the elements and the expressions in business letters can be seen in detail in the previous chapter. In this chapter, the summary is made in order that we can see the points of this study clearly.

Types of business letters in giving an order is that the sender wants the receivers to repair their mistakes or to give the solution in order that they can take the advantages. While in requesting, the sender wants the receivers to do something that can give them (sender and receiver) a benefit. In persuading, the sender wants the receivers to buy his products, to use his services or to pay the debts if the receivers did not pay it yet. The kinds of business letters in giving an order have their own characteristics, depend on their functions but they still have same point. The kinds of business letters in requesting and persuading have the same description as the former one.

The elements of business letters in ordering, requesting and persuading can be changed because of the purpose of the kinds of business letter. The elements of business letters in giving order are buffer, diplomacy, explanation, bad news and closing paragraph. We can see it by comparing two kinds in giving an order. The elements of claim adjustment refusal are buffer, reason, explanation and closing but the elements of unfillable order are buffer, reason, suggestion and closing. The elements of business letters in requesting are opening, middle and
last. Then, we can compare two kinds in requesting. The elements of order are
general request, detail, amount and closing but the elements of memorandum are
opening, explanation, detail, goodwill and closing. The elements of business
letters in persuading are attention, interest, desire and action. The elements of
persuasive message attention, interest, desire and action but the elements of
collection message are attention, ultimatum, desire and action.

The expressions in giving an order, requesting and persuading have the
similarity. They have two parts; the same level and the different level. The
difference can be seen in requesting and persuading. The sender tends to be
formal than in giving an order. The sender writes formally because he or she faces
the people whose higher level than he or she is or they donot know the receivers
before. While the sender writes the letters less formal because they knew the
receivers well or he or she faces the people of the same level or the people whom
has lower level than he or she has.

The characteristics in ordering, requesting and persuading letters are
similar. The similarities are shown by the table above. In brevity, Ordering letters
are longer than requesting and persuading letters. It is made because ordering
letters must explain the receievers' mistakes completely and objectively. In
clarity, ordering and requesting letters show it in explanation, while persuading
letters show it in interest. In courtesy, ordering letters tend to be less formal than
requesting and persuading letters. It is supported by the examples
Bibliography:


Naterop, Bertha J. *Business Letters for All*, Hongkong: Oxford University Press. 1977


Appendix A: Ordering Letters

HOLIDAY TRAVEL

On the Square
Oxford, Mississippi 38677

January 14, 19--

Ms. Becky Sue Bird
Box 2400
University, MS 38677

Dear Ms. Bird:

A Holiday Touraway card can make trips convenient and enjoyable. Buffer

When reviewing your application, we noticed that credit references were omitted, in addition to Explanation
the amount of your income. Your application is being returned to you so that you may complete Decision
this section.

Once you have provided favorable credit information, which is required of all applicants, we will Closing
be happy to review your application again. Until such time, we will serve you on a cash basis, Paragraph
doing everything possible to make your trips convenient, economical, and enjoyable.

Do you plan your Caribbean cruise during your spring break? The enclosed brochures describe several different ships and ports of call.

Sincerely,

Ann Harbrook
Travel Agent

Source: Tricec, 1991, 191

Your request for charge account at Talbot's Clothiers tells us something important. You enjoy the Buffer
rewards of owning a smart, up-to-the-minute wardrobe.

Year after year, value-minded customers like you return to Talbot's because of our low prices. Reason
How do we do it? We buy our entire inventory of fine men's clothing on a cash basis so that we can get Refusal
manufacturers' discounts and avoid interest charges. You benefit because we can offer you superb quality at some of the lowest prices in the clothing industry.

So that we can continue to deal with suppliers on a cash basis and to offer you low prices, customer credit applications are approved only when the applicant makes at least $20,000 yearly and has lived in the area for one year or more. As soon as you meet these criteria, we will be glad to reconsider your application.

In the meantime, Mr. O'Neill, I want to show you how much we value your business. Enclosed is a Closing
certificate that entitles you to a 10 percent discount on any purchase from our Stagg Shoppe. Paragraph
Also, be sure to take advantage of our big store-wide sale on August 25 and 26. You'll find some

tremendous bargains!

Source: Thill, 1991, 196-197
I agree. You have every right to expect high quality and a comfortable, lasting fit in the Fun ’n’ Sun swimsuit you selected.

Because sunshine and chlorine rapidly destroy the fabric of any swimsuit, few manufacturers are willing to take responsibility for wear-related problems. But we believe the customer comes first. That’s why a tag is attached to every Fun ’n’ Sun swimsuit explaining our guarantee. We’re always happy to refund every penny if the customer returns a suit within 30 days of purchase for reasons other than a change in taste or fit.

But we do want to help. So that you can continue enjoying your swimsuit. We’ve reinforced the inside seams with flexible cloth tape. They should now hold through many, many wearings. Inspect it carefully.

Also inspect the new Hampton House Catalog I’m enclosing. You’ll find a full line of quality fashions, including a delightful variety of festive swim coverups. You’ll also find an entry form for our big $2,000 Designer Wardrobe Giveaway. Fill it in and rush it back today. You could be the lucky winner!

Source: Thrill; 1991, 194-195

May 7, 19--

Mrs. R. W. Feller
Route 2 Box 506
Kenbridge, VA 23944

Dear Mrs. Feller:

We are glad you enjoyed our annual spring sale last week. As the city’s largest retail sports merchandiser, we take pride in offering you quality as well as the lowest prices in town.

Reasonable prices and frequent sales are a major reason you shop with us, we feel sure. At all sales, we invite you to try on the merchandise and thoroughly inspect it before you take it home. These low prices are possible because we accept returns only for regularly priced merchandise.

The first week of May we will have on display a new line of clothes—Doris May Playwear. Come in to see us. When you buy $25 worth of merchandise, you are eligible for a 10 percent discount.

Sincerely

Mary Vaughn
Customer Service Representative

Source: Treece; 1991, 190
Your couch and chair are truly exquisite antiques. And the upholstery fabrics you've selected will enhance their beauty even more.

Antiques demand special care when being upholstered because of their dry, delicate wood and intricate curves and pleats. I know how important it is to you that someone spend all the time needed to do a painstaking job. Because I have several unusually heavy commitments, May 15 is the earliest I can start work on your couch and chair and give them the special attention they need. If my shop were clear of this other work, I could easily promise you a two-week delivery date.

I know that you want the job done very soon, so let me recommend Peter Aronson of A&J Upholstery. I talked with him just this morning, and he assured me that he can complete work on your furniture within two weeks. You'll find his expertise and prices comparable to mine. To discuss the details, phone Peter at 257-2543.

Thank you, Mrs. Nagseri, for making me your first choice for this important job. The next time you call, you should receive my usual prompt, on-time service. Please let me know whenever I can help.

Source: Thill; 1991, 191-192

CENTRAL COLLEGE

TO: Ronnie Caruthers, Registration Coordinator

FROM: Harold Evans, Administrative Vice President

SUBJECT: Seminar, Association of American Colleges and Universities

DATE: September 12, 19--

Ronne, seminars like the one you requested have been extremely beneficial to Central College in terms of new and innovative means of improving organization, planning, and job performance. We have been happy to recommend seminars of the type you requested.

Recent controls on spending and budget cuts have made it necessary for me to review carefully your request to attend the seminar on registration and planning to be held in Boston in April. In order to meet the revised budget guidelines for our department, such trips must be deferred until next year at the earliest.

Because of the benefits you would gain from this seminar and in turn pass on to Central College, I regret the necessity of having to make this decision.

Please keep me informed about seminars, workshops, and conferences scheduled for the next fiscal year, which begins July 1. As soon as budget restraints are eased, consideration will be given to continuing our participation.

Source: Trowee; 1991, 186
DATE: September 9, 19-  

TO: All Employees  

FROM: Samuel Powell, Personnel Manager  

SUBJECT: HEALTH AND HOSPITALIZATION INSURANCE  

As you may be aware, comprehensive health and hospitalization insurance benefits are provided to all of you through Countrywide Insurance Company, as they have been for many years. 

Your policy covers more than 90 percent of all hospital and physicians' charges, with 100 percent coverage for major medical bills over $1,000. This is one of the most comprehensive plans provided for any organization in the nation. 

Transcontinental plans to continue this coverage in the most economical way possible and will continue to provide half the cost of your insurance premiums. For every dollar that you pay, your company also pays one dollar. But medical costs have risen rapidly during the past twelve months. In order to meet these costs, Countrywide has been forced to increase monthly premiums by 22.2 percent effective October 1. Your payroll check on that date will reflect this adjustment. 

The amount paid by your company will also increase by 22.2 percent. Your comprehensive benefits remain the same. 

I hope you will remain so healthy that you will have no occasion to use the insurance that you buy. If you ever do so, you are well protected. 

Should you have questions, telephone me at 4523. 

Source: Treece; 1991, 119  

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JUNIORS AHEAD  

Sportswear  
90 Maple Drive, Hinsdale, IL 60521  
(708) 555-9995 phone (708) 555-8594 fax  
men@juniorsahead.com e-mail  

March 16, 199x  

Mr. Cliff Pendleton  
87 Apple Drive  
Hinsdale, IL 60522  

Dear Mr. Pendleton:  

It was a pleasure talking with you about your background in merchandising. You have experience that is sure to grow in the years ahead. 

The position for which you interviewed was just filled by a member of our own staff. While I am unable to offer you this job, a similar opportunity may be available in the coming months. I hope you will stay in touch so that we can discuss this opening if it arises. 

---  

Opening  

Explanation  

Pointing  

Future
As a company, Juniors Ahead Sportswear prides itself on the talent and motivation of all its employees. We welcome your interest in a career in retailing.

Sincerely,

Betty Mariano
Merchandising Manager

Source: Block; 1997, 263

Appendix B: Requesting Letters

107 Butler Street
Seattle, WA 98104
June 15, 19--

Mr. H. B. McDowell, President
Northwest Heavy Equipment Company
1880 SW Broadway
Portland, OR 97201

Dear Mr. McDowell

May I work for you and increase your heavy equipment sales in the state of Washington?

Mrs. Anita Klein, who works for the Washington State Department of Transportation, told me that you will soon have a sales representative, Mr. Goodman. I met him several times during the summers of 1988 and 1989 when I worked on Washington highways. He can tell you of my successful work during those summers, often spending 70 or more hours a week on the job.

I observed much of your equipment in operation during those summers. I am convinced that it is dependable and reasonably priced. Because you sell quality products and operate your organization honestly and efficiently, I want to become a part of your organization.

My college education at Washington State University has prepared me in two areas that should increase my success as a sales representative: marketing and engineering technology. In addition, I worked as a marketing agent for two years before I entered college, preceded by four years in the United States Air Force. This combined experience has proved to be far more beneficial than if I had entered college directly after high school.

Other details of my experience and education are given in the enclosed resume. May I talk with you at your convenience? I can be reached at 256-000-0000.

Sincerely,

Juan Gomez

Source: Trowee; 1991, 266
Mr. James A. Perkins  
Senior Vice-President  
Federal Express Corporation  
P.O. Box 727  
Memphis TN 38194

August 12, 19--

Dear Mr. Perkins:

As a lifelong Memphian, I have watched with interest and pride the great success of Federal Express. I would like to contribute to your further progress and growth as an accountant with your company. Leadership ability and solid education in accounting should enable me to make that contribution.

A comprehensive course of study in accounting, earning a Bachelor of Business Administration degree with cum laude honors, has prepared me for a challenging and responsible position with your firm. While attending school full-time and also working full-time, I maintained a 3.88 average in all courses within the business college. This is the same dedication I would bring to Federal Express.

The ten years with the Memphis Grain and Hay Association developed leadership ability. In addition to duties as a grain inspector, I have been appointed both supervision officer and training officer. I work closely with customers and with officials of the United States Department of Agriculture and maintain daily contact with members of the Memphis Grain Trade. Through these duties, I have learned the value of good interpersonal communication skills.

The enclosed resume contains more information about my background and experience. Should you need any further details, I will be happy to furnish them.

Please write or telephone to let me know when I may talk with you about working for Federal Express. I can be reached in the evening at 323-0000 or at the address shown above.

Sincerely,

Timothy Adams

Source: Trocost; 1991, 267

Mr. Thurston Drew  
Maintenance and Engineering Department  
Federal Express Corporation  
P.O. Box 727  
Memphis, TN 38194

April 30, 19--

Dear Mr. Drew:

Mr. Jack Doty suggested I write you about opening for an aviation mechanic in your Memphis maintenance and Engineering Department. Mr. Doty is an instructor at Memphis Area Vocational-Technical School, where I will soon complete a 22-month training program in aviation mechanics.
Military training, as described on the enclosed resume, provided actual experience in performing preventive maintenance inspections and repairs on aircraft hydraulic and pneumatic systems. While supervising the training of technical personnel, I coordinated maintenance records and allocated tools and materials.

In December 1988, I received an Airframes Licence and will receive a Powerplants Licence in July of this year. I have the tools necessary for airframe and powerplant maintenance and am willing to travel or relocate.

You can reach me by telephone (601-000-0000) most evenings after seven. Will you please call to arrange a time when we can talk about putting my maintenance and repair skills to work for Federal Express? I look forward to talking with you.

Sincerely,

William Thomas King
Source: Treece; 1991, 271

HOLIDAY TRAVELS
On the Square
Oxford, Mississippi 38677

January 12, 19--
Mr. and Mrs. Daniel Robinson
Route 5, Box 511
Cleveland MS 38732

Dear Mr. and Mrs. Robinson:

Congratulations! Fifty years is indeed a significant milestone. Your anniversary party sounds wonderful.

Having all your children together for your party will be another joy, I know. Your seven children and twelve grandchildren have scattered to far places.

In case you are wondering how I knew about the party, I will explain that I read about it in the Cleveland newspaper. Although I have worked with you on your travel plans for twenty years or so, I don’t think I ever told you that Cleveland is also my home town. I left there more than 35 years ago, before you moved to Cleveland, but I still feel it is home.

I have enjoyed helping you with your several trips over the years. The most recent one was to Spain in 1988-right? Perhaps you are now ready for a trip around the world-stopping off to see your children and grandchildren.

May your special day be happy, as well as all the days to come.

Sincerely,

Elizabeth Barton
Travel Agent

Source: Treece; 1991, 156
CENTRAL COLLEGE

Toronto

Management Department

January 22, 19--

Ms. Glenda Thomar
Director of Personnel Operations
Regional Medical Center
Toronto, ON M4L 2N4
Canada

Dear Gloria:

Congratulations! I have just learned of your present position from the "Executive Snapshot" column of the Toronto Business Journal.
I remember you well from several management classes here at Central College during the early seventies. You were a good student. I believed then that you would have a successful career; my predictions came true.

Best wishes for your continued success.

Sincerely,

Robert Jackson
Professor

Source: Treece, 1991, 135

2572 Cherry Roadway  The Smart Shoppe  Seattle, Washington 98108

July 5, 19--

Ms. Kyung Kim
The Clarke Company
2345 Hudson Avenue
Napa, CA 94558

Dear Ms. Kim:

Thank you for your help is making our Fourth of July sales campaign an outstanding success.

Your coaching of salespeople and the posters and brochures you displayed increased our total sales. Several customers commented on your window arrangements, which were attractive, creative, and colorful.

All of us here at the store enjoyed working with you. We look forward to continued business relationships that will be pleasant and profitable for both your firm and ours.

Sincerely,

Ann Hardie
Owner

Source: Treece, 1991, 137
June 13, 19--

Mr. Jonathan Wiley, Owner
Wiley Wholesale Foods
3211 Liberty Avenue
Franklin, PA 19019

IMMEDIATE PAYMENT REQUIRED

Your account of $4,012 is long overdue. Your office furniture was purchased on November 19 of last year.

Please telephone me immediately at 600-60000 in order to arrange payment and thus protect your credit rating.

This is your last notice from this office.

Harold Bowman
Credit Manager

-------- Quality Office Products --------

4646 Poplar Avenue Philadelphia, PA 19042  215 243-5123

Source: Treece, 1991, 226

I am pleased to support Jim Esposito's application for membership in the West Bay Umpires Association.

For the past two years, Jim and I have officiated at both high school and college baseball games. Working closely with him, I have found that he is a good umpire. Not only is he alert on the field, but he makes his calls quickly and sticks by them. Even though Jim has changed his calls because of managers' complaints more often than most of our league's other umpires have, he is highly respected by both managers and players. I've really enjoyed working games with him.

We need more umpires like Jim Esposito in the Association! I would be happy to elaborate on his skills if you call me at home any evening (231-0977).

Source: Thill, 1991, 161

DATE: September 9, 19--

TO: Samuel Powell, Personnel Manager

SUBJECT: INCREASE IN TAKE-HOME PAY

On October 1 your take-home pay will be increased.

This increase is due to a 9.09 percent decrease in your insurance premiums. For example, if your present monthly premium is $30, your next paycheck will be increased by $2.73. If your present premium is $40, your take-home pay will be $3.64 more.

Source: Company Records
Although this amount, which varies according to your present coverage, is relatively small, in these days of ever-increasing costs you are to be especially compounded for your efforts that have made this saving possible.

If your excellent health and safety record continues, perhaps our insurance company (Countrywide) will lower premiums still further. If so, all decreases in premiums will be passed on to you as increases in take-home pay.

Should you have questions, please telephone me at 5423.

Source: Trovec, 1991, 118

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**THE SEASONED TRAVELER**

55 Bell Boulevard  
Needham Heights, MA 02194  
(617) 555-0296---phone  
(617) 555-0297---fax

July 15, 1993

Mrs. Denis Bower, President  
Brookline Senior Citizens United  
99-12 Brookline Avenue  
Brookline, MA 02146

Dear Mrs. Bower,

Enclosed are 20 tickets from the seasoned Traveler for escorted bus tours to the mansions of Newport, Rhode Island. In addition, we are offering a complimentary luncheon as a part of the tour. The tickets and luncheon are our way of making amends to every member of your group who waited patiently on July 12 for a bus that never came. With the simultaneous illness of three drivers and the breakdown of two buses, ill fortune seemed to strike us that day, and your group was its unfortunate victim.

As you can see from the enclosed brochure, the tour we now offer is slightly different from the one you were scheduled to take. While your original tour promised to visit six mansions, we now include guided tours of five mansions. Based on our market research, this is more manageable number for a day trip.

Please let me know by July 22 if the new mansion tour is satisfactory and the exact date you want to book. The tour must be completed by October 1, if you prefer, a full refund will be mailed to you instead.

We at The Seasoned Traveler pride ourselves on delivering quality tours and exceptional service. When acts of God—and bus breakdown—stand in our way of delivering this promise. We are committed to finding ways to satisfy our customers.

Sincerely,

Brian Arrington  
President

Source: Bloek, 1997, 226
2572 Cherry Roadway  The Smart Shoppe  Seattle, Washington 98108

July 12, 19---

Mr. Michael O'Daniel
Sales Manager
Shannon Mail Order
Shannon Free Airport
Ireland

Dear Mr. O'Daniel

REQUEST FOR ADJUSTMENT IN MAILING CHARGES

Thank you for the prompt shipment of my order of June 2. Everything is beautiful. I also appreciate your discount because I purchased the merchandise for resale in The Smart Shoppe, although, frankly, I had expected a larger discount, similar to wholesale prices here in the United States. Nevertheless, I shall keep all the items because I want Ireland to be presented in our international collection.

Please note, however, that I was charged full mailing costs, not half of this amount, which is advertised in your catalog as being applicable to any order of $150 or more. This overpayment of mailing costs is almost as much as the discount you allowed because of my quantity purchase for resale.

Will you please send me a check for one-half the mailing costs, an amount which is calculated on the attached copy of your invoice?

Sincerely,

Ann Bowling
Owner

Source: Treese, 1991, 139

---

Would you please supply information and recommendations on the type of refrigerator we might install in two bedroom apartments.

Ten refrigerators will be needed for our new apartment building, which is scheduled for completion within four months. Four other buildings now under construction in the same complex will need new appliances.

Because we're considering your company as the supplier, please answer the following questions:

1. What size is appropriate for two-bedroom apartments? 14 cubic feet? 16? 18?
2. Do you recommend putting self-defrosting refrigerators in rental units?
3. Do you provide service for the refrigerators you sell? If so, how quickly could you repair them in case of 'breakdown'?
4. What models of apartment-size refrigerators do you carry, and what are their prices?
5. Which of your refrigerators has the best service record?

The refrigerators must be ordered within a month, so we would appreciate receiving your reply by March 26.

Source: Thill, 1991, 130-131
Because we haven't heard from you in a while, I thought it would be a good idea to touch base. In fact, I'd like to ask a favor. 

Will you take a minute today to give us your honest opinion about our merchandise and service. Just jot your ideas, pro and con, at the bottom of this letter and rush it back in this afternoon's mail. Your response will help us help you. 

So that you'll have a good supply of order forms on hand, I'm enclosing some extra copies. And the enclosed spring bulletin and update on our cooperative advertising program may help you plan your spring promotions. 

Remember, Ms. Skovic, you can always count on us when you're in the market for high-style house-wares. We have some new merchandise in today's most desirable colors that seems just right for your fashion-conscious customers. Do give us the opportunity to serve your needs soon. That's why we're here. 

Source: Thill; 1991, 133 

2572 Cherry Roadway  
The Smart Shoppe  
Seattle, Washington 98008 

July 2, 19-- 

Shannon Mail Order 
Shannon Free Airport 
Ireland 

Please send the following items by fastmail, 

6 #GB34126 Aran Tam O'Shanter $ 9.40 + $ 3.50 
6 #GB22330 Hand-crocheted vest (medium) $ 56.50 + $ 6.40 
6 #GB22330 Hand-crocheted vest (large) $ 56.50 + $ 6.40 
2 #GB66665 Mohair Cape $ 296.40 + $ 14.80 

Notice that I have listed Fastmail charges by each item, as shown in your catalog, although you have noted that you pay half of the mailing charges when the order is more than $150. Will you make further discounts because I have ordered more than one of each item and because my order is far more than $150? 

In addition, can you offer special prices because I am buying these items to resell? If so, I may be able to continue making purchases for my shop, which specialized in items from all over the world. 

Please charge my gold American Express card (00000) for the lowest amount, including shipping charges, for which you can send the merchandise listed above. I understand that U.S. duty, if levied, will be collected upon delivery. 

Ann Bowling 
Owner 
Source: Treece; 1991, 157 

How do you feel about adopting flextime in your department? 

Last week you received an explanation of flextime schedules as they could apply to our organization. Now we need your opinion of the proposal. 

Source: Thill; 1991, 133
1. Would you want to go on a flextime schedule? Please summarize your reasons.
2. The proposal listed four schedule patterns for employees to choose from. Which pattern now seems best for your department?
3. If your preferred schedule pattern is not available, what other pattern would suit you?
4. Should flextime be mandatory or optional?
5. If flextime is adopted, what problems might arise in your department?

Please write your answers directly on this sheet and return it to me by Friday. Complete responses will help us formulate the policy that works best for our company.

Source: Thall, 1991, 128

In a little over two weeks, you'll receive your Span-a-Vision videocassette recorder. Be watching for the United Parcel Service delivery van.

Because you live in Massachusetts, you're exempt from the Illinois sales tax. So I'm enclosing a check for $26.15, the amount of the sales tax that you included in your payment.

Mr. Hamma, you're going to enjoy your new videocassette recorder day after day. It's quite versatile. And to make it even more so, you might want to add a remote-control device. Wired and wireless models compatible with your new videocassette recorder are pictured in the enclosed brochure. Thanks to these state-of-the-art electronic controllers, you can run a videotape in fast forward, rewind the tape, and search quickly for specific portions of the tape—all without budging from your most comfortable chair! Many users have come to think of their remote-control devices as a "must have." Let me urge you to order yours now, during our limited-time 10% off sale.

When your new videocassette recorder arrives, spend a few minutes with the user's manual that accompanies it. It should answer all your questions about how to operate your recorder. If it doesn't, just pick up your phone and call toll-free 1-800-441-6446 between 9 a.m. and 6 p.m. weekdays (Central Standard Time). One of our expert staff members will be happy to help you.

Source: Thall, 1991, 152

MEMO

DATE: May 9, 1991
TO: Mark Gundy
FROM: Bill Apodaca
SUBJECT: Temporary Measures to Alleviate Parking Problems

Today we have taken action that should relieve the situation you alerted me to in your memo:

1. We have asked the security department to post new signs at the entrances to the plant warning that our parking facilities are private. They have also been instructed to work with city police to ticket any non-employee vehicles that block our driveways.

2. Until the problem is completely solved, plant workers have been given a "grace period" extending their clock-in time by five minutes so they can find a parking space.

Apparently, this problem arose because city streets in the surrounding neighborhood are being resurfaced. According to the city traffic department, this work should be completed by the end of next week. Until then, we'll do our best to be good neighbors despite the inconvenience.

Thanks for making me aware of the seriousness of the parking problem. If you have any other suggestions for improvements, please let me know. I plan to stay posted on this matter until parking is once more convenient for you and our other employees.

Source: Thall, 1991, 152
Please ship by air express to the above address the following ten items, which are shown in your April catalog:

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-#236 Men's nylon raincoats, in gray; sizes 42 long, 40 regular, and 38 regular, @ $19.95</td>
<td></td>
<td>$59.85</td>
</tr>
<tr>
<td>2-#823 Women's plastic raincoats; in yellow; sizes medium and small; @ $17.50</td>
<td></td>
<td>$35.00</td>
</tr>
<tr>
<td>5-#355308 Unisex rain parkas; in red; sizes larger(1), medium (3), and small (1); @ $23.95</td>
<td></td>
<td>$119.75</td>
</tr>
<tr>
<td><strong>Total</strong></td>
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<td>$214.60</td>
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<tr>
<td><strong>Sales tax</strong></td>
<td></td>
<td>$15.02</td>
</tr>
<tr>
<td><strong>Air express</strong></td>
<td></td>
<td>$45.73</td>
</tr>
<tr>
<td><strong>Amount due</strong></td>
<td></td>
<td>$275.35</td>
</tr>
</tbody>
</table>

I am enclosing a check for $275.35 to cover all charges.

We need some of your famous rain gear for an upcoming field experiment to be conducted in the rain forest in the state of Washington. So please call us collect at once at (714) 833-9717 if you cannot deliver all ten items to us by May 9.

Please deliver the following pieces of cut lumber to the above address this afternoon (August 12). We are having bookshelves built on Saturday to fit into two rather oddly shaped areas of our office.

Be sure to cut the shelves to the following specifications, all from your finest-quality walnut, 3/4 inch thick and 6 inches wide:

- 5 boards measuring 4 feet 3 inches
- 6 boards measuring 4 feet 8 inches
- 4 boards measuring 5 feet

So that I can have a check ready for your delivery person on Friday, please let me know by Thursday the total amount due. My phone number is 548-7907.

Welcome aboard! Here's your new Ship-to-Shore credit card, which will make shopping at Conrad's even easier than before. Now you can make credit purchases up to a total of $1,000.

With your Ship-to-Shore card in your wallet, you can enjoy storewide shopping. Or if you prefer, phone in orders to 834-2230 for delivery within two days. A statement mailed on the tenth of each month will list all credit purchases made within the period and the amount due. When you pay the entire balance by the due date, no interest is charged. Otherwise, you may pay as little as 10 percent of the balance or $20, whichever is greater. A monthly interest charge of 1 1/2 percent of the outstanding balance will be added to your next statement.
Do visit Conrad's today. You'll find that every department is overflowing with up-to-the-minute merchandise for your whole family. From gourmet foods to casual clothing to appliances for land and sea, this is your one-stop shopping center. And remember our free delivery service. Even if you're berthed in the city docks, we'll deliver your purchases right to your door.

Source: Thill; 1991, 158-159

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**MEMO**

**DATE:** April 17, 1991  
**TO:** All employees  
**FROM:** Michael Nardi, Personnel  
**SUBJECT:** Golden Time parties

We are very interested in learning your opinion about award dinners. Please take a few moments to respond to this questionnaire.

Traditionally, employees who have been with the company for 20 years are honored at annual departmental dinners, where their Golden Time pins are awarded.

Recently, however, management has proposed that a company-wide recognition dinner replace these departmental events. Because our firm has only 107 employees, such a dinner could still be a friendly affair. The interdepartmental ties and friendships that many of you share would be part of the celebration. However, our company is proud of the unity within each department, and you may feel that this closeness would be lost in a larger celebration.

Please consider these points and mark your choice below:

----- VOTE FOR AN ALL-COMPANY PARTY

----- VOTE FOR DEPARTMENTAL PARTIES

Please feel free to make additional signed or unsigned comments at the bottom of this memo. Return your completed questionnaire by Friday.

Source: Thill; 1991, 129

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**HOLIDAY HOUSE**  
798 Lake Nora South  
Indianapolis, IN 46240

August 13, 19--

Dear customer:

Thank you for your order. It is being shipped today by parcel post, as you directed.

Welcome to the group of discerning buyers who are our customers. Some have been with us for many years, and perhaps you will be, too.

Look through the new fall catalog that is enclosed. You will find many things that you can buy nowhere else in the world. On the other items that can be purchased elsewhere, you will find no lower prices.

You will be delighted with almost everything you purchase. We are sure of this because of the experience of our many other customers. But if you want to send something back, we'll be glad to take it with no questions asked.

---

**Good-news**

**Goodwill**

**Sales Promotion**
If you prefer, use your VISA, MasterCard, or American Express account. Just show your card number and the expiration date on the enclosed order blank.

Sincerely,

Martha L'orange, Owner

Source: Treece: 1991, 161

August 13, 19--

Ms. Frances Zorybski
ABC Sales and Service
420 Greenwood Avenue
Wyncote, PA 19095

Dear Ms. Zorybski:

Because of your excellent credit rating, we are happy to provide all your supply needs on our regular credit terms.

The full account balance is due not later than thirty days from the date of your monthly statement. You will receive a 2 percent discount if the full amount is paid within ten days.

Use your credit freely. Charge up to $700 a month. When you need to make larger purchases, telephone or come in and talk with me. Perhaps you will want to take advantage our extended credit terms.

We look forward to a long pleasant business relationship. Mary Ann Flowers, our sales representative, will drop by within a few days and bring you a complete catalog of our office equipment and supplies.

Sincerely,

Margaret Rose
Credit Manager

--- Quality Office Products ---

4646 Poplar Avenue Philadelphia, PA 19043 215 243-5123

Source: Treece: 1991, 166

Public Relationship Department/3M

3M Center
St. Paul, Minnesota
612/733 1110

September 17, 19--

Dear Employees:

You and your family are cordially invited to attend the Open House at our manufacturing laboratories and administrative and research headquarters on Sundays, September 30, from 1:30 to 4:30 pm.

--- Request ---
Each family attending the Open House will receive a gift box containing several of the products we make, particularly those that are especially useful in the home. Please bring this letter with you so that you can obtain your gift.

Refreshments will be served in the cafeteria, and there will be drawings for valuable attendance prizes. All employees and their family members attending the Open House are eligible to win.

The enclosed information sheet contains your numbered ticket for the attendance prize. Fill it out and drop it in the drawing box when you arrive. Additional tickets may be picked up at the door.

We look forward to seeing you and your family. Please take this opportunity to meet other employees and their families.

Sincerely

Cindy M. Olson
Public Relation

Source: Trocee 1991, 160

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MAYFAIR ENGINEERING
88 Millbrook Road
Nutley, NJ 07110
(201) 555-0001-phone
(201) 555-8651-fax
william.finnigan@com-e-mail

March 1, 199X

Dr. Elizabeth Reed
222 Finnigan Road
Prosser, WA 99330

Dear Dr. Reed:

Our company is holding a seminar on environmental issues that affect the workplace. Would you be available to lead the panel discussion on asbestos management? As a recognized expert in the field, you will bring the latest research and most sophisticated thinking to an area that remains surrounded by controversy.

The seminar will be held at our New Jersey office on May 14 199X, and will last from 9:00 a.m. until 4:00 p.m. We will of course pay for all travel expenses. Our company’s travel agent will be happy to make your travel and hotel arrangements.

Since you will play such a key role in the meeting, we need your response no later than April 1, 199X. Your participation will help us set the highest standards for asbestos management. I hope you will agree to participate.

Sincerely

William Rudolph
Director, Environmental Affairs
Source: Block 1997, 206
August 13, 199X

Ms. Evelyn Rowe
Human Resources Department
DDB Needham Worldwide
437 Madison Avenue
New York, NY 10022

Dear Ms. Rowe:

In January, Marissa Samuels began working for Appleton & Frankel as an intern. Her performance since that time has been excellent. I highly recommend Marissa to anyone considering her for employment in advertising.

Working within our Account Services Department, Marissa has assisted with market research, compiled reports, and conducted interviews. She brings a positive approach and a strong desire to learn to each task, working well in groups or independently.

Marissa has demonstrated considerable initiative, taking on challenges within our Creative, Media, and Human Resources Departments in order to gain a full knowledge of agency operations. Overall, I believe her motivation, talents, and personal qualities make her well suited for the business of advertising.

These qualities led us to offer Marissa an assistant's position at Appleton & Frankel. And that is the most sincere recommendation I can make that we would hire her ourselves if we had the opportunity.

She will be a fine employee.

Sincerely,

Laura Copertino
Chief Executive Officer

Source: Block 1997, 229

TO: Amy Wu
FROM: Lou Tripodi
DATE: June 29, 199X
SUBJECT: Reader’s Digest Award

Congratulations on winning the 7th Annual Reader’s Digest Global Pegasus Award for excellence in advertising. It is a well-deserved tribute for a wonderful ad. Keith would like to highlight your achievement in his next “Any Wednesday” newsletter.

Can you let me know by return fax the following:
- all credits for the ad
- information about your strategy for the ad
- background about the client for whom you developed the ad

Thanks for your quick help on this one. We hope to do justice to this important achievement for the agency.

Source: Block 1997, 208

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Mr. and Mrs. Ken Humphries
78 Fairview Road
North Branford, CT 06471

Dear Mr. and Mrs. Humphries

This year we are again offering to our customers our prepayment option of a 5% cash discount on our seasonal moving contract (April through November). Many of our customers prefer the seasonal moving contract because of the convenience of writing one check and using one stamp.

If you decide to take advantage of this offer, please send us your check for $171,00 for the full year’s moving by April 30. If you decide to pay monthly, the seasonal charge will total $180,00.

If you have any questions concerning prepayment or your cost, please call me at 484-9333

Sincerely,

Brian Victor

Source: Elliot 1989, 18

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Mr. and Mrs. Frank Long
590 Farragut Hills Boulevard
Knoxville, TN 37920

Dear Mr. and Mrs. Long,
As a special offer to new customers, we will clean your living room, dining room, and hall carpets for flat fee of $49.95. And that's not all—we will also clean any one of your bedroom carpets at no added cost. This offer is good through May 31.

We are extending this low, low price to you to demonstrate the fine quality of work we do, with the hope that you will join the list of the many satisfied customers we service.

I've enclosed a description of our company, our services, and our regular rates. You may be particularly interested in quotes from some of your Farragut Hills neighbors (p. 3 of the brochure). Please take a minute to call me at 773-4592 and schedule an appointment. I'm sure you'll be very satisfied.

Sincerely,

Jim Ballard

Source: Elliot 1989, 19

AUTO PARTS DISTRIBUTORS INTERNATIONAL
88 Darnell Boulevard
Alexandria, VA 22304
(703) 555-6994 (phone)
(703) 555-6995 (fax)

August 3, 199X
Ms. Joanna Baron
Alexandra Auto Supply Center
Alexandra, VA 22304

Dear Ms. Baron,

Starting today your company has a $5,000 line of credit with Auto Parts Distributors International. I am delighted to welcome you as a new credit customer.

Your first order for tires, taillights, and hubcaps, issued on purchase order 268, totaling $2,130.43, will be shipped on August 5.

Your monthly statements are mailed on the 15th of each month and include a 10-day grace period. All outstanding balances are subject to an interest charge of 1 percent per month.

Please keep us in mind for all of your auto supply needs. We carry a complete line of automotive products for both foreign and domestic cars. And when you need a part for an emergency repair, we can have it to you the next day.

Sales representative Vincent Geyer will be handling your account. He will call you on Friday to arrange a meeting to tell you more about the goods and services available to you. Enclosed is our latest catalog, which shows our complete merchandise line.

We look forward to serving your company for many years and to watching it grow and prosper.

Sincerely,

Malcolm Washington
Credit Manager

Source: Block 1997, 224
2893 Jack Pine Road  
Chapel Hill, NC 27514  
February 3, 1991

Ms. Angela Clair  
Director of Administration  
Cummins and Welhan, Inc.  
770 Campus Point Drive  
Chapel Hill, NC 27514

Dear Ms. Clair:  

Your advertisement in the January 31 issue of the Chapel Hill Post attracted my attention because I believe that I have the "proven skills" you are looking for in an administrative assistant. In addition to having previous experience in a variety of office settings, I am familiar with the computer systems that you use in your office.

I recently completed a three-course sequence at Hamilton College on operation of the Beta Computer system. I learned how to apply this technology to speed up letter-writing and report-writing tasks. A workshop on "writing and editing with Beta Processor" gave me experience with other valuable applications.

As a result of this training, I am able to compose many types of finished documents, including sales letter, financial reports, and presentation slides.

These specialized skills have proven valuable in my work for the past eight months as assistant to the chief nutritionist at the University of North Carolina campus cafeteria. As my resume indicates, my duties include drafting letters, typing finished correspondence, and handling phone calls. I'm particularly proud of the order confirmation system I designed which has sharply reduced the problem of late shipments and depleted inventories.

Because "proven skills" are best explained in person, I would appreciate an interview with you. Please phone me any afternoon between 3 and 5 p.m. at (919) 224-6159 to let me know the day and time most convenient for you.

Sincerely,

Kenneth Sawyer

Source: Thill 1991, 375

Appendix C: Persuading Letters

Outward Bound

Pacific Crest  
Outward Bound School  
1010 S.W. Burner St.  
Portland, Oregon 97201

September 28, 1988

Mr. John A. Delos III  
Backpacker Magazine  
One Park Avenue  
New York, NY 10016
Dear John:

You are right—your readers will be interested in Joshua Tree desert backpacking. I'm delighted you are considering such an article Backpacker.

This area provides a perfect respite from winter...68 weather, blue skies, dramatic granite rock formations, and a wide variety of flowering desert plants. Backpackers often hear the call of coyotes at night, and during the day they see wildlife which has also headed south for the winter. Wild donkeys, bighorn sheep, mule deer, and dozens of bird species are common in Joshua Tree.

You may be interested in sending a writer on one of two courses:

NS-104, October 19-22, four days—current enrollment-three men and three women from New Jersey, Colorado, California, and Missouri
NS-106, October 28 November-3, seven days—current enrollment-four men and one woman from Mississippi, Hawaii, California, and New York.

The four-day course is full of high-impact teamwork exercises. The seven-day course allows more time for enjoyment of the environment and for more extensive travel.

Enrollment for both courses will increase up to the course date with a maximum of twelve people per group. Each group of students has two instructors. A chief instructor will be in charge of course if there is more than one group of students in the field.

Courses include rock climbing and rappelling as well as backpacking. Our instructors also spend time on route finding and map and compass reading so that students will feel comfortable in an environment without trails.

We will have color backpacking and rock climbing slides shot in October, and they will be available for your story. I do hope Joshua Tree fits into your plans for Backpacker. Please give me a call to work out the details.

Cordially

Darlene Gore
Marketing Director

Source: Treece 1991, 212-214

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GREENTREES CIVIC ASSOCIATION
June 23, 19—

Mr. and Mrs. Joseph E. Langley
8304 Black Oak Cove
Memphis, Tennessee 38138

Dear Mr. and Mrs. Langley

Are you aware that there is an organization in your new neighborhood that is dedicated to protecting and possibly enhancing the investment value of your new home? This organization is the Greentrees Civic Association, an organization of homeowners in the Greentrees Subdivision led by nine elected Officers and Directors.
These Officials, aided by various committees, maintain a watchful eye for developments that could breach the guarantee that the neighborhood continue in the same high or higher standard of existence. By having quarterly meetings of the general membership, the association provides a forum for residents to exchange common ideas and interests. Many times, professionals in such fields as insurance, energy conservation, electrical contracting, law enforcement, security patrols and the like are invited to speak.

Civic Association Officials represent the subdivision as a unified body before the various commissions, councils, and boards of local government. The membership is kept informed by a bimonthly newsletter that is mailed to the members' homes.

The social event of the year is the annual dinner dance held in early November of each year. Members and their friends have dined sumptuously and danced to the music of Tony Barraso in such places as the Skyway of the Peabody Hotel, the Memphis Hunt and Polo club, the Memphis Racquet Club, and the Grand Ballroom of the Ridgeway Hyatt Regency.

Can you guess how much the annual membership dues are? Did you say $10? If so, you're correct. Membership is as easy as putting pen to paper. Put your pen to your check payable to Greatness Civic Association and send it to the address on the letterhead. Your membership acknowledgment card will be on the way to you by return mail. Begin immediately to support your Civic Association and help your concerned neighbors as they work to improve and protect the quality of life and investment in the neighborhood.

Sincerely,

O Norris Avey, Jr.

Source: Treece 1991, 226

December 7, 19---

Mr. Donald Morgan, C.P.A.
1239 second Street
Philadelphia, PA 19104

Dear Mr. Morgan:

When you started your business, a good credit rating made it possible for you to benefit from credit privileges.

I'm sure you want to protect your credit rating so that you can continue to receive equipment and supplies by the convenient credit plans you have enjoyed in the past.

Quality Office Products has continued to honor this privilege because you have always settled your accounts satisfactorily. As the present time, however, your account is five months past due. Invoice #97231, which covers a shipment of five calculators for a total of $813.75, remains unpaid.

To preserve your good credit rating, send your check for $813.75. A stamped, addressed envelope is enclosed for your convenience in making immediate payment.

Sincerely,

Margaret Rose
Credit Manager

Source: Treece 1991, 224
September 20, 199--

Mr. John Johnson
Johnson's Steak House
5555 Poplar
Memphis, TN 38111

Dear Mr. Johnson:

This copy of the "Kiss Me Kate" program includes your attractive, full-page advertisement on page 3. The program has been passed out to 5,600 theater-goers in the first two weeks of our production. Seven more performances are scheduled.

Many of our members have commented favorably on your new "after-the-theater dinner" promoted in the program copy you furnished us. Your location near the theater makes our audience a select group of prospective customers for your restaurant.

The programs for our next show are being prepared for the printer, and we're sure you will want your advertisement in them and in all programs for our current productions, as we agreed in your contract last June.

Just send your check for the $200 balance due in the enclosed, addressed envelope, or drop the payment by the theater, and your program copy will be in for the entire season.

Sincerely,
THEATER MEMPHIS

Karen J. English
Advertising Chairman

Source: Tracee 1991, 225

October 3, 1991

Dear Friend:

Before you know it, the thermometer is going to be stuck on "Brrr". Yes, Old Man Winter is on his way, bringing some tough times for your automobile. So don't wait for the sign of trouble. Come in and give your auto the cold-weather servicing it needs—right now!

By having your automobile winterized now, you'll not only protect its trade-in value but also enjoy that great feeling of security every time you and your family back out of the driveway. You'll know your auto is going to get you where you have to go.

To make sure your whole family is protected, our expert service facilities are ready and waiting. Factory-trained mechanics, up-to-the-minute equipment, the latest tools, genuine parts— all are ready to make sure your automobile performs at its best.

Do make a point to drive in during the next day or two. Let us give your auto a complete inspection, from fender to fender. Then you'll know what's needed to make sure it runs right, even on the coldest day. Remember, a checkup now can easily save you much time and hundreds of dollars later, when the really cold weather arrives.

Drive in today or tomorrow...Hand the enclosed card of introduction to one of our attendants for a 10 percent discount, which is good for the next ten days. The attendant will see that you get special personal attention.
Don’t put off your auto’s winter checkup. It pays in every way to act now and beat the cold!

Sincerely,
Glen Mowbray
Manager

Source: Trove 1991, 2

BAG-IT PLASTICS
1151 42nd Street Biloxi, MS 6698X
(601) 555-1144 phone
(601) 555-1145 fax
Embedded with e-mail

August 18, 199X

Mr. Robert Deal
Director of Purchasing
Mississippi Meat Market
P.O. Box 4862
Tupelo, MS 60739

TRY TO RIP APART THE ENCLOSED PLASTIC BAG AND THINK ABOUT YOUR PACKAGING PROBLEMS.

Dear Mr. Deal:

Go ahead! Try to rip it apart. Give it a good tug and notice how it’s made for rough-and-tumble treatment. The people at Country Folks Meat are so enthusiastic about our packaging that they just tripled their monthly order.

WE CAN CREATE A PACKAGE FOR YOU THAT MEETS YOUR NEEDS PRECISELY.

No matter what products you package, if they are not packaged properly, you’re not going to get the steady increase in sales you want. Not only must packaging be sturdy, it must attract the customer’s eye, too. The enclosed sample does both.

Take a look at your current packaging. Isn’t it time to explore ways to increase your share of the market through better packaging? A unique, custom-made package could be the answer to production and sales problems. Find out how by asking for our new booklet: “Today’s Packaging Solutions.” It’s FREE. Simply phone 1-800-13-4567.

Sincerely,

Alice Zeller
President

Source: Block 1997
August 18, 199X

Mr. Scott C. Debtor
966 Inman Way
Indiana, NY 12205

Dear Mr. Debtor:

PAST DUE BALANCE: $4,656.32

In a very few days now, our accounts are due for audit, and decisions must be made on those that are seriously past due.

As you might imagine, the choice of whether to place an account with our collection agency is one which we weigh with a good deal of care—especially in your case.

Your goodwill, after all, has always been important to us. That is why we are reluctant now to take any action which might jeopardize your credit standing and cause you embarrassment or added expense. Our contract stipulates that you will be responsible for collection and legal fees.

Yet, I think you will agree that our position is a fair one; we have been happy to extend you credit based on your promise to pay according to our terms. Since then, we have contracted you numerous times without response; and now we must consider the possibility of placing your account with our collection agents or a law firm.

Still, I am hopeful that you will act promptly and forward us your check IN FULL, IMMEDIATELY. That is why I am going to suspend further action until September 1, 199X.

It is important, however, that I hear from you by then. Otherwise, a decision must be made that I am sure neither of us wants.

Sincerely,

Jim Ullery
Financial Services Manager

Source: Block 1997
***** CAR-RT SORT ***** C014

Bill and Irene Boice
25 River Avenue
New Heaven, CT 06997

Dear Bill and Irene Boice:

Your best friend from high school, your neighbors who just moved to Seattle... Those great people you met on Vacation... That potential client in Canada...

All these people can now be reached at the same number:

Introducing
900 555-1212
Directory Assistance for Any Distance

With this number from AT&T, one call is all it takes to find anyone. Anywhere. Across the country or around the world. 24 hours a day, 7 days a week.

You don’t even have to know the area code.

Just dial 900 555-1212, and tell us the name, city, and the state of the person you want to reach. We’ll do the rest.

Our fast, friendly AT&T Directory Assistance Agents will find the phone number for you, along with U.S. address and ZIP code information if you need it. We’ll even dial the number and connect your call at no extra charge. You simply pay the regular, low AT&T Long Distance rates for the call.

Two domestic listings are only 75 cents, and each international listing is only $1.99. That’s it. There are no hidden charges. No enrollment fees. Nothing to join.

Just remember to dial 900 555-1212. The only number you need to stay in touch with anyone, anywhere in the world.

Sincerely,

Dee Giomb
Program Manager

Source: Block 1997, 281

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September 18, 199X

Ms. Antonia Velez
6817 Palm Breeze Court
Tampa FL 98914

Dear Ms. Velez,

Valuable customers should never be taken for granted. We want you to know how much we have appreciated your business over the past five years. We hope to serve you for many years to come.

Demand
However, our accounts show that you currently owe $1,428.57 - a bill that has been outstanding since June 5. Please send us a check in this amount now so that you can be sure of uninterrupted service in the months ahead.

We are certain you will take care of this oversight. If there is a payment problem, please call me as soon as possible. We will be happy to work with you on a payment plan.

Sincerely,

Michael Beling
Paralegal

Source: Block 1997, 295

R & S
Pool Building Supplies Wholesalers, Inc.
99 Derby Road, Derby, CT 06418
(203) 555-6360 phone * (203) 555-8160 fone * on@rsemail.com e-mail

April 23, 199X

Mr. Peter Polansky, Owner
Water Fun Swimming Pools, Inc.
87 Fort Henry Highway
Woodbury, CT 06798

Dear Mr. Polansky:

Your credit standing is a valuable part of your company's reputation. We do not want to see it jeopardized by your continuing failure to pay your balance of $4,443.27, which is now four months overdue.

At stake is your ability to buy goods on credit from us as well as your credit with other firms. If we do not receive payment by May 3, we will be forced to notify the local credit reporting agency.

As a businessperson, you certainly can understand how serious this matter is to our company. Payment problems like yours hamper our cash flow and make business operations difficult. Cash flow is especially important as the peak summer season nears.

Please allow us to keep serving you by sending your check today. Call me if a payment plan is necessary. Our goal is to help you find a way to pay this debt as soon as possible so that we can continue to have a productive business relationship.

Sincerely,

Bart Gregory
Credit Manager

Source: Block 1997, 296
At our October 25 dinner meeting in your restaurant, your rum cake was a big success. You should know, however, that many who attended commented on three areas needing improvement:

1. Serving began half an hour late.
2. The roast beef was cold and tough.
3. The vegetables were cold and overcooked

What can we do to guarantee that things go better at our next dinner meeting, which is scheduled for December 10?

In the past, we have been quite pleased with the quality of your food and service. Please call me at 372-9200, ext 271, any time this week to discuss this situation further.

Source: Thill 1991, 135

1982 Punahou street
Honolulu, HI 96822
July 7, 19—

Mr. John G Springle, Partner
Pannell Kerr Forster, CPA’s
1714 Makaha Towers
Honolulu, HI 96816

Dear Mr. Springler:

As a follow-up to my application letter and resume mailed to you on June 1, I wish to emphasize to you my continued interest in employment with Pannell Kerr Forster.

Will you please arrange an interview? I can be reached by telephone (808-000-0000) mornings before ten and evenings after six. Or, if you prefer, write me at the address shown above.

I am eager to contribute my energy and ability to the future progress of your accounting firm.

Sincerely,

Walter R. Williams
Source: Treece 1991, 263

Dear Mike:

Thank you for your patience in waiting for my decision regarding staff assignment at Camp Wankaloosha for the summer season. I realize three weeks was a long time to wait. We had 200 applicants this year and only 50 openings. It was very difficult to make decisions with so many qualified applicants. There were many good applicants that we simply couldn’t place.

I am happy to offer you a position as summer counselor for the 1987 season.

Please sign and return the enclosed contracts. Camp Wankaloosha begins June 15 this year, and there will be a one-week staff orientation before the first session. Please report to the Katinkooska Lodge Building at 10:00 A.M. on June 8. I look forward to an exciting summer.

Yours in camping,
Company Name
Address
City, State Zip

Date

Mr. William Skillins
29 New Street
Port Monmouth, NJ 07758

Dear Mr. Skillins:

Thank you for ordering the ski mask (item no. 69M) from our catalog. However, we are unable to process your order because you didn’t indicate your color choice. The ski mask comes in red, navy blue, and black.

Please call me at (800) 495-5000 with your preference, so I can send you your ski mask as soon as possible.

Sincerely yours,

Lance Handel
Source Elliot: 1989, 46

Action Hardware
1411 S. Gillette Avenue
Tulsa, Oklahoma 74104
(918) 784-3121

August 5, 1991

OK Distributors, Inc.
2143 16th Street S.W.
Oklahoma City, OK 73110

Ladies and Gentlemen:

Please fill the following order on a credit basis. We would like to have a supply of your small appliances to include in our October promotion:

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-#210 WR Electric Toasters</td>
<td>@ $18.00</td>
<td>$216.00</td>
</tr>
<tr>
<td>12-#486 XL Electric Table-Top Broilers</td>
<td>@ $27.00</td>
<td>$324.00</td>
</tr>
<tr>
<td>12-#489 XL Electric Table-Top Broilers</td>
<td>@ $32.00</td>
<td>$384.00</td>
</tr>
<tr>
<td>6-#862 XL Food Blenders</td>
<td>@ $28.00</td>
<td>$168.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>$1,092.00</strong></td>
</tr>
</tbody>
</table>

Since opening in January 1985, Action Hardware has enjoyed a steady improvement in business. We are capable of paying our bills promptly, as you’ll see from the enclosed financial statements. You are welcome to phone us if you need more information for granting credit or if you need names of references.

Your WR and XL appliances are of the quality and price range sought by our customers. Because of the steady demand for them, we expect to place orders comparable to this one about every four months. This order could mark the beginning of a profitable relationship between our companies.

Sincerely,

Maggie Hastings
Housewares Buyer
Source Thill: 1991, 137
List of expressions in giving the orders:

"Please keep me informed about ...." 

"Please call me at (800) 495-500." 

"... Please do not hesitate to call or write". 

"I hope you will stay in touch." 

"... You may complete this section." 

"Should a vacancy arise, you will be notified by...." 

"As soon as you meet these criteria,..." 

"... Inspect it before you take it home". 

"Inspect it carefully". 

"... Telephone me at 4523". 

"... Phone Peter at 257-2543".

List of expressions in giving the requests:

"Please ship by air express...." 

"Please deliver the following pieces...." 

"Please send the following items...." 

"Please write your answer directly..." 

"Please take a few moments...." 

"Please let us know ..." 

"Please call me at 3729200..." 

"Please let me know." 

"Please fill the following order...." 

"Please keep us in mind...."
"Please sign and return the enclosed contracts"

"Please place the label..."

"Please send us your check..."

"Please take a minute..."

"Please take this opportunity..."

"Please phone me any afternoon..."

"Please write or telephone..."

"Please keep my application in your active file..."

"... Please let me know"

"... Please answer the following question"

"Would you be available to lead..."

"Will you please call to arrange a time..."

"Will you please arrange the interview?"

"Will you please send me."

"May I talk with you at your convenience?"

"May your special day be happy..."

"We would appreciate the opportunity..."

"We look forward to continued..."

"I highly recommend..."

"Best wishes for your continued success"

"Use your credit freely..."

"Do visit Conrad’s today"

"Just show your card number..."

"Just pick up your phone..."

"... Telephone me at 4523"

"... If you call me at home any evening (231-0977)?" Less Formal
The list of expressions in giving the persuasions;

"Please give me a call..."  
Formal

"Please send your payment..."  

"Please allow us to keep serving you..."  

"Please telephone me..."  

"...Please call me as soon as possible"  

"Still I am hopeful that you will act..."  

"Isn't time to explore ways..."  

"Just send your check for..."  

"Just remember to dial..."  

"Put your pen in your check"  

"...Send your check for $813.75"  

"Don't put off your auto's winter check up"  
Less Formal