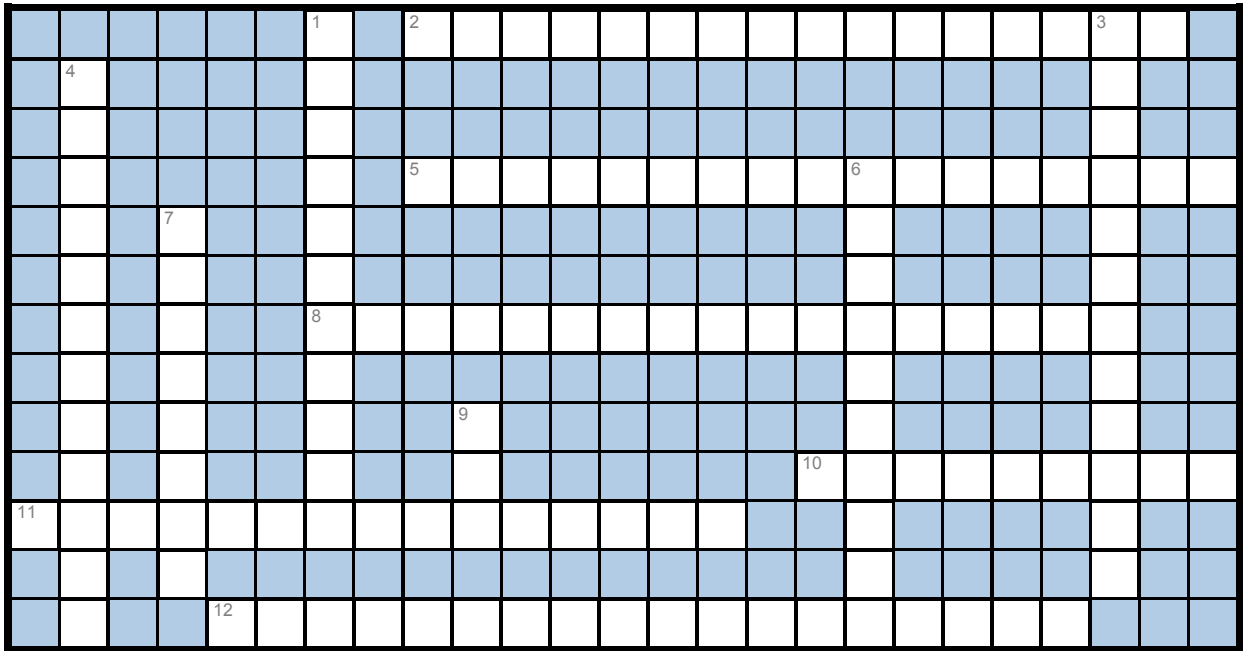


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Chapter 10: Writing Effective Business Communication

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Across

- 2. Written confirmation that a message was received and action was taken.
- 5. Provides the reader with technical information, often in the form of instructions or directions.
- 8. A message whose primary goal is to convince the reader to take a certain course of action.
- 10. Tactful handling of a situation to avoid offending the reader or arousing hostility.
- 11. Requests that are expected by the receiver.
- 12. Routine communication accompanying documents or other materials attached to e-mails or sent by a delivery service.

Down

- 1. Standard language developed by a company for correspondence as well as scripts for verbal communication by customer service departments.
- 3. A message that persuades the reader to spend money for a product or service, either immediately or later; an effective sales message attracts the attention of the reader, while selling the features and benefits of the product or service.
- 4. Routine business messages often presented in the form of a list; they may be carried out in any order.

- 6. Routine business messages often presented in the form of a list; they must be carried out in a specific order so that the task may be completed successfully.
- 7. Ask the reader for some type of action or response.
- 9. A component of a company's Web page that provides answers to common customer questions.