

# ***Fundamentals of Business Communication*** © 2012

## ***Chapter 10: Writing Effective Business Communication***

### **Tools:**

- Printer
- 8.5" x 11" paper
- Scissors

### **Directions:**

1. Print
2. Fold paper in half vertically
3. Cut along dashed lines



boilerplate

Standard language developed by a company for correspondence as well as scripts for verbal communication by customer service departments.

- FOLD -

01 of 15 E-Flash Cards



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confirmation message

A typical routine informational message written to confirm a verbal agreement made with a customer, client, or colleague.

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courtesy response

Written confirmation that a message was received and action was taken.

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diplomacy

Tactful handling of a situation to avoid offending the reader or arousing hostility.

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directions

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.

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05 of 15 E-Flash Cards



frequently asked questions (FAQ)

A component of a company's Web page that provides answers to common customer questions.

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06 of 15 E-Flash Cards



instructions

Routine business messages often presented in the form of a list; they may be carried out in any order.

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07 of 15 E-Flash Cards



persuasive message

A message whose primary goal is to convince the reader to take a certain course of action.

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requests

Ask the reader for some type of action or response.

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09 of 15 E-Flash Cards



routine requests

Requests that are expected by the receiver.

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10 of 15 E-Flash Cards



sales message

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.

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special requests

Requests that are not routine in nature and require planning an approach that will create a positive response.

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12 of 15 E-Flash Cards

technical document

Provides the reader with technical information, often in the form of instructions or directions.

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13 of 15 E-Flash Cards



technical message

Provides the reader with technical information.

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14 of 15 E-Flash Cards



transmittal message

Routine communication accompanying documents or other materials attached to e-mails or sent by a delivery service.

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15 of 15 E-Flash Cards



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