## 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



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## boilerplate

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

01 of 15 E-Flash Cards

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

02 of 15 E-Flash Cards

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

#### courtesy response

confirmation message

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

## diplomacy

FOLD

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## directions

frequently asked questions

(FAQ)

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.

05 of 15 E-Flash Cards

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

06 of 15 E-Flash Cards

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

07 of 15 E-Flash Cards

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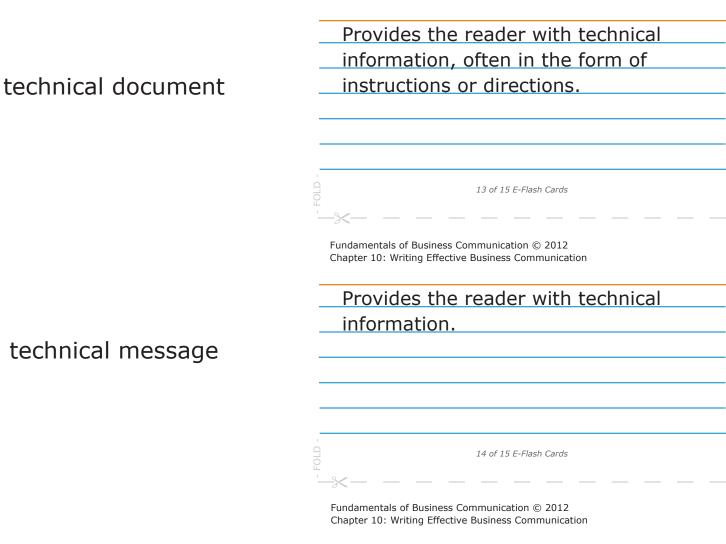
FOLD

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

# instructions

persuasive message

	Ask the reader for some type of
	action or response.
requests	
- Fold	09 of 15 E-Flash Cards
1	
	Fundamentals of Business Communication $©$ 2012 Chapter 10: Writing Effective Business Communication
	Requests that are expected by the
	receiver.
routine requests	
- 10	10 of 15 E-Flash Cards
sales message	-*
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	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.
	11 of 15 E-Flash Cards
UL 	-*
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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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## transmittal message

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

15 of 15 E-Flash Cards