

10e

BUSINESS

communication

in person, in print, online



NEWMAN

CHAPTER 7: PERSUASIVE MESSAGES

Business Communication 10e,
Newman

PERSUASIVE MESSAGES



PERSUASIVE MESSAGES



COMMON AREAS OF RESISTANCE

- ◎ Previous negative experience
- ◎ Limited time
- ◎ Limited money
- ◎ Indifference



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ANALYZING YOUR AUDIENCE

Who is the audience?

What is your relationship with the audience?

How will the audience likely react?

What does the audience already know?

What is unique about the audience?

APPLYING PERSUASION PRINCIPLES

Ethos:

An appeal based on credibility

Demonstrate good character

Provide your background and experience

Pathos:

An appeal based on emotion

Connect with people on an emotional level

Use stories and imagery

Logos:

An appeal based on logic

Use solid evidence and reasoning

Provide facts and expert opinion

CARNIVAL UPDATES GUESTS WITH "IMPROVEMENT" PLANS

[Link to full story on the blog.](#)

In a letter from CEO Gerry Cahill, Carnival tried to restore guests' confidence in the brand after several technical and other issues on ships. In addition to this letter, Carnival posted a video on YouTube and created a News and Updates page on Facebook.

But is this letter clear and appropriate for Carnival customers—the primary audience?

[View the letter.](#)

PERSUASIVE MESSAGES



WRITING A SHORT PERSUASIVE MESSAGE

Determine How to Start the Message

Capture the Reader's Attention

Justify Your Idea or Request

Deal with Obstacles

Ask Confidently for Action

DETERMINING HOW TO START

Use a Direct Plan When...

writing to people who prefer the direct approach

your audience is receptive to your request

the proposal is long or complex

Use an Indirect Plan When...

writing to colleagues or people who report to you

you know that your reader prefers the indirect approach

COMPARE DIRECT THE INDIRECT OPENINGS

Direct

I'm writing to request that you replace the shirt I purchased because the color has faded.

Indirect

I've come to expect premium quality in the products I purchase from your company over the last ten years. You can imagine my disappointment when the shirt I purchased recently faded after it was washed the first time.

PRACTICE ENTICING YOUR READER

Imagine a situation where you're writing to a prospective customer of your house cleaning service. Write a catchy opening that meets these criteria:

- Interesting (perhaps a rhetorical question)
- Relevant to the audience (busy professionals)
- Short (one or two sentences)

JUSTIFYING YOUR IDEA OR REQUEST

Facts and Statistics

Use objective statements and statistics that can be verified. Choose a few relevant data points to avoid overwhelming the reader.

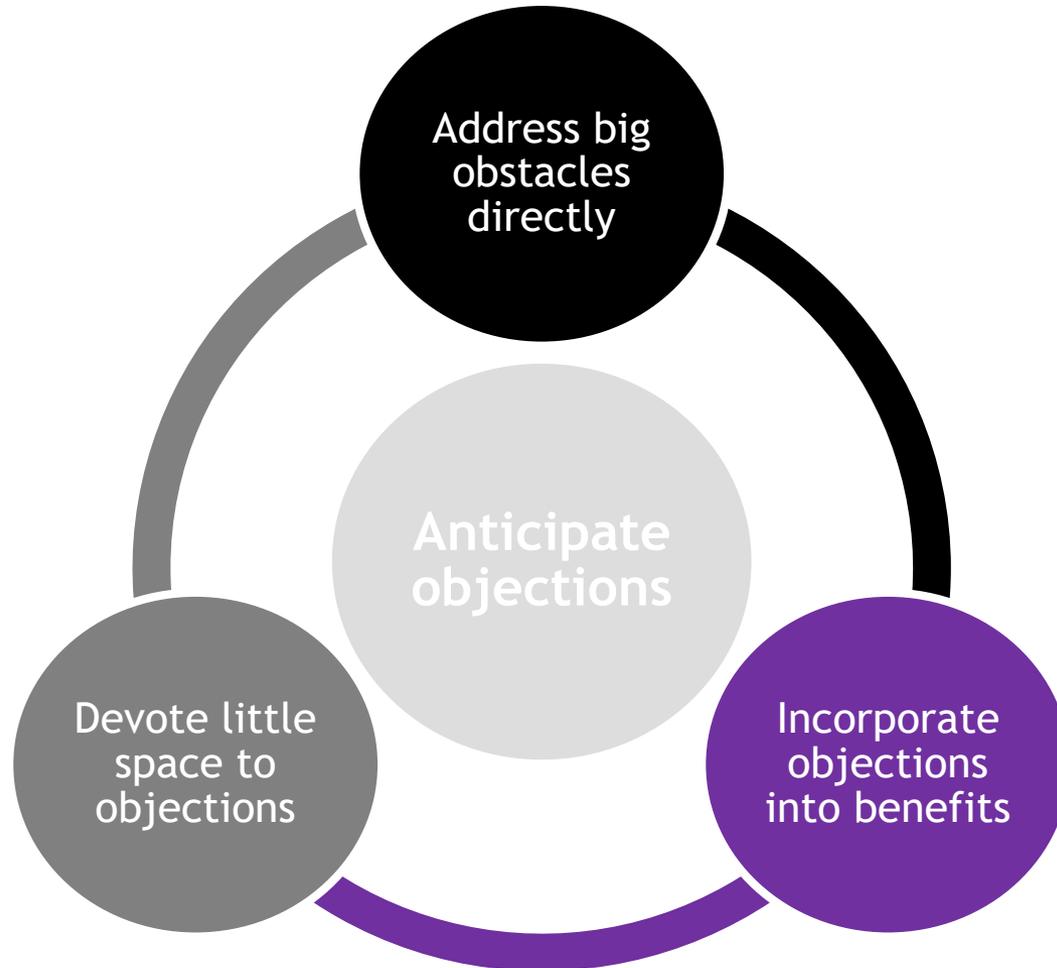
Expert Opinion

Include experts to support your points, particularly if your credibility is in question.

Examples

Use relevant, representative cases or incidents to illustrate your points.

DEALING WITH OBSTACLES



MOTIVATING ACTION

State (or restate) the specific request late in the message

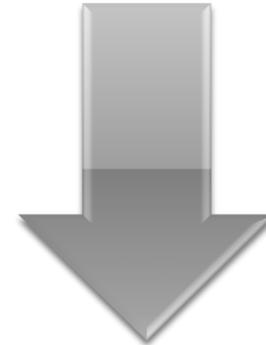
Make the desired action clear and easy for the reader to take

End on a forward-looking note, continuing to stress reader benefits

Use a polite, sincere tone and include compliments only when they are sincere



BUT:



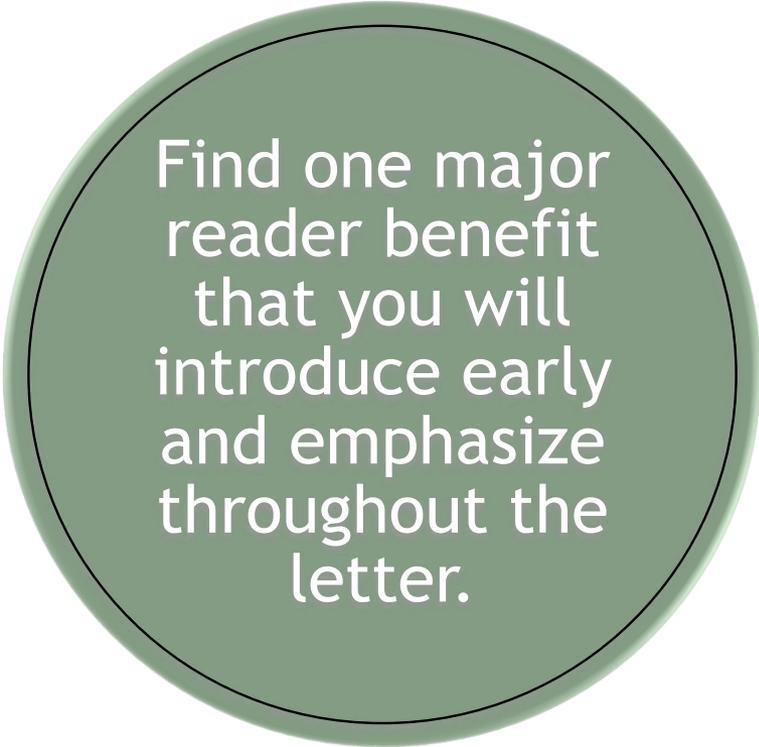
NOT: I need your recommendation by Friday, or I'll miss my deadline!



PERSUASIVE MESSAGES



SELECT A CENTRAL SELLING THEME



Find one major reader benefit that you will introduce early and emphasize throughout the letter.

CREATING INTEREST AND BUILDING DESIRE

Interpret Features

Devote several paragraphs to interpreting the product's features.

Use Vivid Language

Invite the reader to pay attention.

Use Objective, Ethical Language

Maintain credibility by providing specific facts and figures.

Mention Price

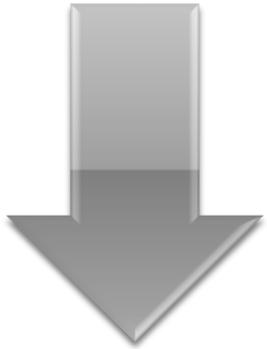
Subordinate or downplay price in your message.

Refer to Enclosures

Refer to enclosures at the end of the letter.

CHANGING FEATURES TO BENEFITS

BUT:



BUT:

NOT: This laptop battery lasts 6-8 hours.

NOT: The apartment includes utilities.



MOTIVATING ACTION

Make the action clear and easy to take

Ask confidently

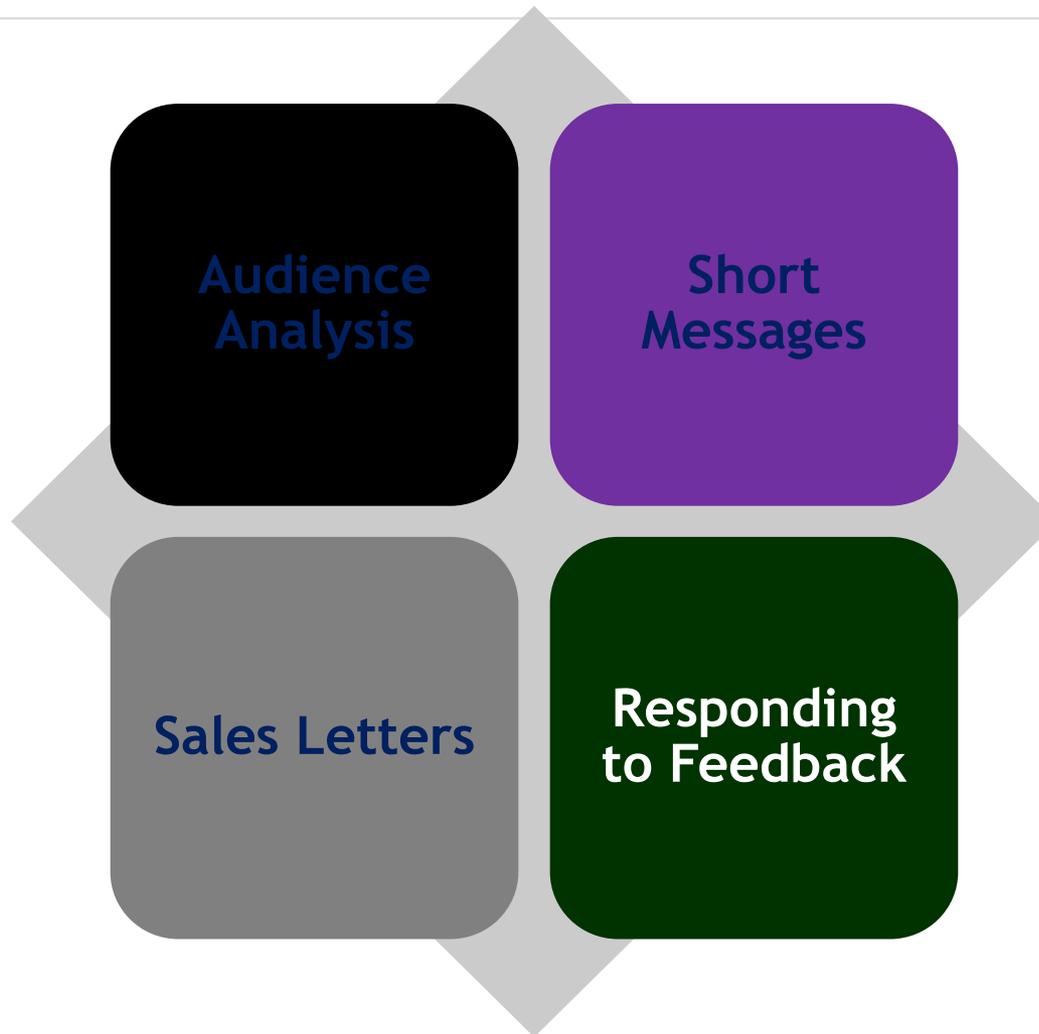
Encourage prompt action

End your letter with a reminder of a reader benefit

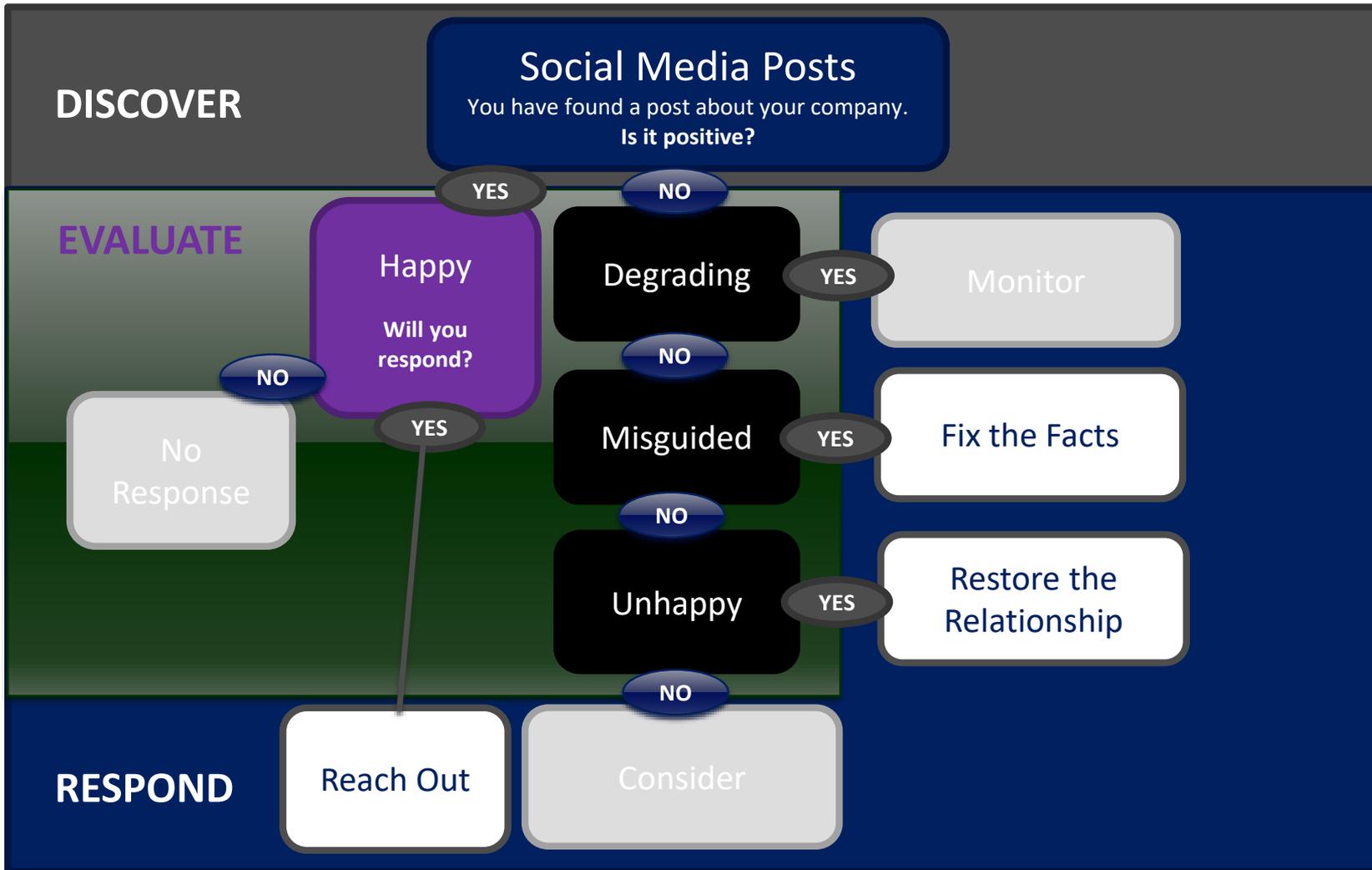


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PERSUASIVE MESSAGES



DECIDING WHETHER TO RESPOND



HGTV'S FLAG TABLECLOTH DRAWS FIRE

[Link to the full story.](#)

In anticipation of Fourth of July celebrations, HGTV suggested using an American flag as a tablecloth. As expected, backlash on HGTV's Facebook page came from across the nation:

- ⦿ *“I am appalled that you would suggest using the flag that my brother was killed defending in Iraq as something to catch spills on a table at a cookout.”*
- ⦿ *“No one dies for a table cloth.”*

HGTV issued this apology:

“HGTV Fans, regarding the recent article that appeared on our website...This was a regrettable use of our flag and it never should have happened. We sincerely apologize and have removed the post from our website. We want to assure our fans that HGTV is proud of the American flag and everything it symbolizes for our people.”

WRITING COMPLAINT LETTERS AND NEGATIVE ONLINE REVIEWS

Consider an indirect style

Give specific evidence about what went wrong

Maintain a calm, objective tone

Close with a confident, respectful tone

RESPONDING TO NEGATIVE ONLINE FEEDBACK

Show
appreciation for
the feedback

Thank the writer for the review—even negative comments give you the opportunity to respond and restore your company’s reputation.

Reinforce
positive aspects
of the review

Many reviews will include some positive points; highlight those for other readers.

Address
negative aspects
directly

Explain the situation and what you will do to correct the situation. Then, follow through to use negative feedback to improve operations or service.

Invite the
customer back

If you can contact the writer directly, you might offer a special discount to entice him or her to try your company again—and to have a better experience.

UPSET CUSTOMER AT THE COLONNADE HOTEL



How will you respond to the guest's TripAdvisor review?



[Link to the entire case.](#)

City, hotel name, etc.

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Colonnade Hotel and Resort

“ **No available room for our parents' 50th anniversary!** ”



kward55 20 contributions
various

Sep 17 | Trip type: Family

Save Review

7 people found this review helpful

What a scam! My whole family (15 of us) made plans 8 months ago to celebrate my parents' anniversary together. We heard great things about the CHR (and it was beautiful), but when my wife, son, and I arrived at 10 p.m., we were told the hotel was overbooked, and we had to stay at another hotel 15 miles away. The front desk agent was nice enough (although she didn't look too happy about the situation), and CHR paid for our first night, but what a hassle! And my poor parents -- this was their dream...to celebrate their 50th with their 3 children and 7 grandchildren from all over the country. My brother came in later than we did, and he and his family were sent to yet another hotel in another direction. What's the point of making reservations far in advance and reserving with a credit card?? Every day, we were on the phone trying to make plans and taking taxis to and from the hotel to see each other. It was crazy. Check out our video on YouTube: <http://www.youtube.com/watch?v=0qPeva-fiNA>

AUDIENCE REACTION TO MATTEL CEO



[Click here to view the video.](#)

- How does Bob Eckert use logos, pathos, and ethos to persuade his audience?
- At what points does Eckert's believability increase and decline, according to the audience? How do you account for these changes?

SALES CALL IN THE MOVIE *BOILER ROOM*

- ◉ What examples of logos, pathos, and ethos do you see in this scene?
- ◉ How could Harry protect himself in this situation? In other words, what responsibility does he hold for this interaction?



Link to the
video via the
blog.

CARNIVAL CRUISE NEWS CONFERENCE

- What examples of logos, pathos, and ethos does Gerry Cahill use in his news conference?
- What are the strongest and weakest arguments in his presentation?



[Link to the
video via the
blog.](#)

APPLE CEO RESPONDS TO TAX CRITICISM

- How do the Senate committee members help Tim Cook? In what ways do they make the CEO's job responding to questions easier?
- How does Tim Cook turn the situation around so that Apple is viewed positively rather than negatively?



[Link to the video via the blog.](#)

FACEBOOK'S IPO VIDEO



[Click here for a link to the video.](#)

- ◉ What examples of ethos, pathos, and logos can you identify in the video?
- ◉ What's the value of Facebook's emphasis on emotional appeal, which is an unusual approach for an IPO video?