IIT ROORKEE

NPTEL ONLINE CERTIFICATION COURSE

EFFECTIVE WRITING

Lecture 16: Sales, Complaint and Adjustment Letters

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DEPARTMENT OF HUMANITIES AND SOCIAL SCIENCES



Secret of Sales Letter

"If he is rude, be specially courteous. If he is muddle-headed, be specially lucid. If he is pig-headed, be patient. If he is helpful, be appreciative he convicts you of a mistake, acknowledge it freely and even with gratitude."

--Sir Ernest Gower

AIDAS Theory

- Attention
- Interest
- Desire
- Action
- Satisfaction

Who doesn't want his/her name printed in national daily as proud donors for flood victims?

Do you know that you are eating a little bit of plastics every day?

You can reduce your monthly medical bills by joining our campaign of Clean India.

Parts of a Sales Letter

- Introduction, body and concluding Paragraphs.
- Beginning a Sales Letter through
  - striking statement
  - a significant point
  - an anecdote
  - special offers
  - central selling point
  - special appeals
  - a question

You may be physically fit. But are you emotionally happy?

Do you want to book your next birthday celebration on air? Is so then book a subsidized ticket with Imagine Airlines.

Say good bye to paying tariffs every month and enjoy one year talk time with free net usage with Satyam.

Get 50% Cashback on 1st Airtel Prepaid Mobile Recharge through Airtel Money

Innovate or die.

Interest and Desire

- Delight 24x7 has an inbuilt charging facility for three days and eases user's worry during distant travel. Germany made special chip allows it to auto charge while in use and this makes it distinct.

- Manufactured by world's best engineers, our ACs consumes less power because of its inbuilt inverter.

- The Samsung Galaxy Note 10 runs Android 9 Pie and is powered by a 3500mAh battery. The Samsung Galaxy Note 10 supports wireless charging.

Action

First 100 lucky buyers qualify for free installation.

Our booking for new electric bike closes on 10th November 2019.

Call us immediately on our toll free numbers for hassle free online registration.

Most of you will see a drastic change in your physical and mental constitution by following our training modules. Please feel free to call me on 8756456755 to get registered for our sessions beginning on 2nd November, 2019.

Cautions

- Study the product carefully
- Know the features to be highlighted
- Beware of making impossible promises
- Avoid negatives

- Such opportunities do not knock your doors every now and then.
- You will regret throughout your life if you miss this opportunity.
- We offer the longest warranties in the business– all parts and service on-site for two years.

Complaint/Claim Letters

- Exemplify sincere praise and objective statement of the problem.
- Justify your claim.
- Avoid chronological details but enclose copies of invoice, orders and receipts.
- Express your inconvenience with restraint.
- Appeal to the company's reputation.
- Avoid being sarcastic, abusive or negative.

Contd.

- Avoid being sarcastic, abusive or negative.
- State the adjustment you want

- ✓ Could you please send your service engineer to detect why our Samsung Split AC doesn't provide proper cooling despite its fan running frequently?
- ✓ Should I request you to clarify why an amount of Rs. 647/ has not been credited to my net banking account? I cancelled the ticket a week ago as the train was running late by ten hours.

Response to Complaint Letter

- Be positive and announce the good news.
- Use a neutral approach.
- Avoid being excessively positive.
- Provide solid reasons.
- Be sympathetic.

Adjustment Letter

- Be polite
- Thank the complainant for writing
- Announce the adjustment
- Address the complainant by name

Opening:

You will receive our corrected agreement in a couple of days. We are also sending you the layout of the building plan.

Avoid such negatives:

We express our regret/ sorrow/ repentance/ sorry to put you to inconvenience.

Closing an Adjustment Letter

Express appreciation

Thanks for writing to us. We always appreciate our customers' satisfaction. We are sending our new brochure which provides an in-depth plan of the entire township. Our aim is to acquaint our valued customers with all our future ventures.

A Sample Adjustment Letter

Dear Ritik

Thanks for your letter regarding the inconvenience caused to you because of the damaged musical instrument. We are extremely sorry for the damage and are apologetic about it. The loss was caused in transit.

We have dispatched a new musical instrument at your address this morning by courier. While this resembles the instrument of your choice, it has an additional facility. Apart from allowing users to play it on their own, it provides a new range of Western music having instructions as well. Also as a policy, we take a small token of Rs. 250/ from our valued customer.

Thanks for writing to us. Your satisfaction is important to us. We take extra care to address the concern of our valued customers.

Sincerely

Mitali Bhatt

Sales Manager

Thank You