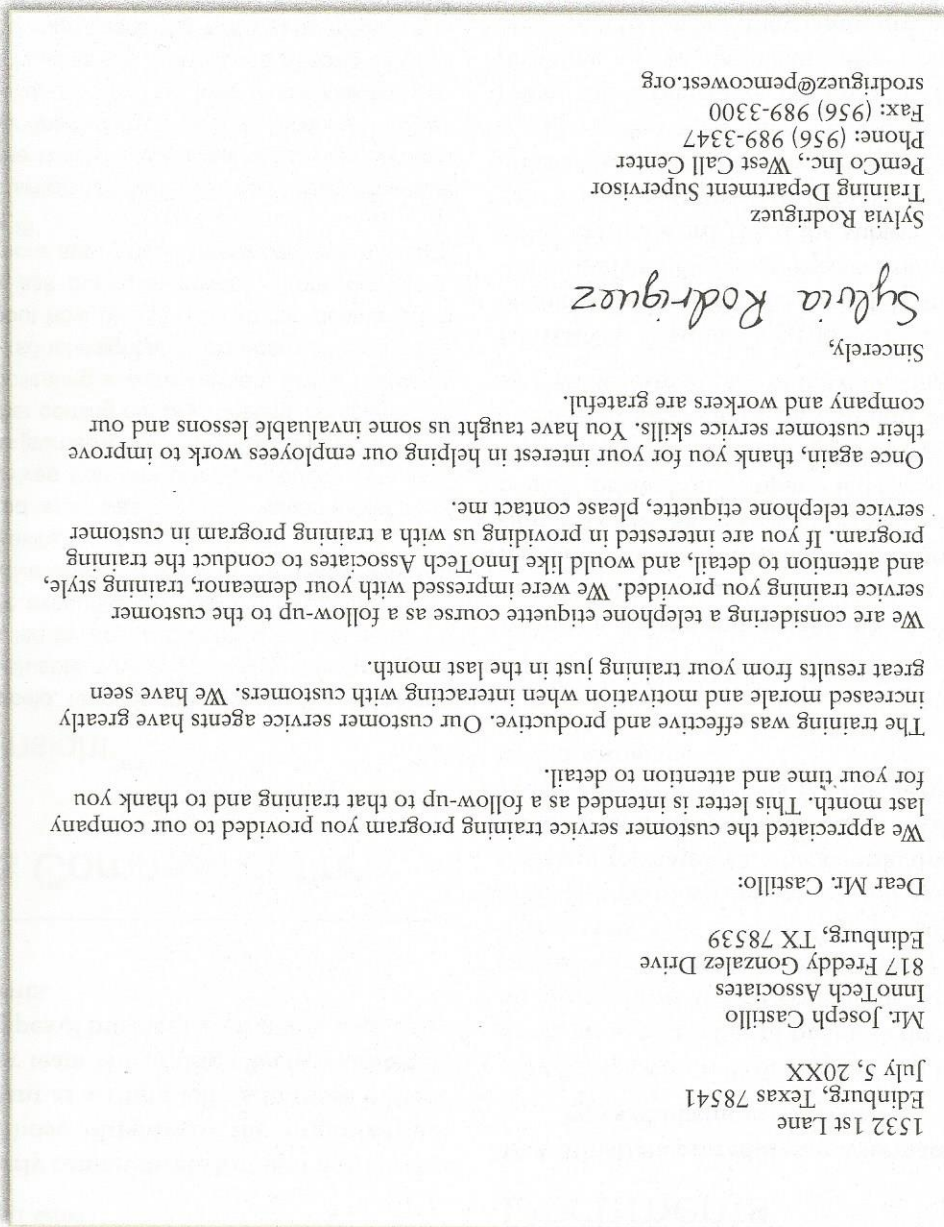


Figure 14.2: Sample Business Letter



- **IDENTIFY WHAT YOU WANT.** Clearly indicate what it is you are seeking. In some situations, it may simply be an apology. In other situations you want to exchange the product or service. In others, you may want a full refund.
- **REMEMBER TO DATE YOUR LETTER.** Include full contact information, including an email address and account numbers or any other information that the recipient might need to trace your problem.
- **STATE CONSEQUENCES ONLY IF PREVIOUS LETTERS HAVE FAILED TO GET THE PROBLEM CORRECTED.** When previous attempts to solve a problem have been unsuccessful, inform the company

- **BE COURTEOUS AND PROFESSIONAL.** Being sarcastic, rude, or discourteous may feel like the right thing to do but will probably not get you the results you desire. One page is all you need. A person is more likely to read and act on your letter if you keep it brief and to the point.
- **BE FACTUAL.** Describe the problem and detail the efforts you have made to correct the problem. You are more likely to see results if you can answer the following: Who? What? When? Where? How?