

Business Communications Final Exam Study Guide (New Chapters Portion)

CHAPTER 9: PERSUASIVE MESSAGE

-Credibility is very important with this era of mistrust and skepticism

-Persuasion is implying you are communicating with someone that doesn't think or feel the same way you do about something

-Applying AIM planning process to persuasive messages

- Understand your Audience
- Understand methods of Influence
 - Reciprocation: returning favors
 - Consistency: once people make an explicit commitment, they tend to follow through or honor that commitment, staying consistent with statements made
 - Social Proof: People determine what is right, correct, or desirable by seeing what others do
 - Liking: People are more likely to be persuaded by people who they like
 - Authority: People follow authority figures
 - Scarcity: If people think there's limited availability of something they want or need, they act faster to get it
- Persuade through Emotions and Reason

-Set up Structure and Components:

- Gain attention- rhetorical question, interesting fact, statistic, testimonial
- Raise a need- make the reader need to read this, explain something they're missing
- Deliver a solution- explain how you can fill the missing something
- Provide a rationale – think about your audience and how straight forward you should be or rationale you should be
- Show appreciation – validate your readers by showing you appreciate their views
- Give counterpoints (optional) – risky, causes me vs. you to object to their ideas

- Call to action – conclusion, asking reader to take a specific step toward accepting idea, not pressuring though, but explicit step stated

-Direct: Begin with main idea or argument and provide supporting reasons

-Explicit: Nothing is implied, statement contains full and unambiguous meaning

*Both of these help reader understand message and show respect for their time, these are most business writing message formats

-Indirect: Provide rationale for request before stating specific request

-Implicit: Sometimes the reader needs to read between the lines as the request or rationale is only implied

*This is how persuasive messages are written

-Guidelines for tone of message

- Apply the personal touch
- Use action-oriented, lively language
- Write with confidence
- Offer choice
- Show positivity

-Persuasive message voices

- You voice- use in external persuasive messages to emphasize reader benefits
- We voice- use in internal persuasive messages to emphasize shared work goals
- I voice- use in all persuasive messages sparingly
- Impersonal voice- use in persuasive messages to emphasize objectivity and neutrality

-Statements to avoid

- Trust me
- Unbelievable- “Your call is important to us”
- Too good to be true- “We give you guaranteed results”
- Excuses- “Our hands are tied”
- Explanations- “I can explain”
- Fear tactics- “Act now or you’ll miss this opportunity”

-Internal Persuasive Message: more focused on promoting ideas, more direct and explicit, based on logical appeals

-External Persuasive Message: more focused on promoting products and services, more indirect and implicit, based on emotional appeals

-Mass Sales Messages: sent to large group of consumers and intended to market a particular product or service, often forms of email, online ads, or sales letters; raise company's brand awareness even if products aren't bought instantly

-Construction of message

- Gain attention
- Generate interest
- Build desire
- Call to action

-Contain a central sales theme- most common is sales price

-Reviewing Persuasive Messages

- Get feedback and reread- imagine you're the reader
- Apply the FAIR test- Facts, Access, Impacts, Respect; be careful of manipulation

CHAPTER 14: PLANNING PRESENTATIONS

-Audience: analyze them in terms of message benefits, learning styles, and communicator styles

-Identify your Audiences

- Benefits
- Existing knowledge
- Concerns
- Decision makers
- Appeals
- Communicator Style
- Learning style

-Think about who are the key decision makers in the group you're presenting to- target them

-Feelers: appreciate ability to discuss business relationships, benefits to work teams and colleagues and loyalty to customers and clients; connect with use of "we" language; attracted to holistic approach to business benefits, logic that includes more than the bottom line measure of performance

-Thinkers: appreciate ability to provide all the facts, avoid rushing to judgment about conclusions, pride themselves on a non-emotional approach to decision