**BUSI 3660 Section \_\_\_\_\_\_ Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Professional Communication**

**Practical Exercise 10: Bad-News Messages**

**Part 1. Sentence Editing**

**Revise the following sentences to present the information positively. Use positive or neutral language. (2 points each)**

1. We cannot offer free shipping for orders under $100.
2. Unfortunately we cannot afford to continue the program, so we will conclude it on May 1.

**Revise the following sentence to present the bad news with passive-voice verbs. (2 points each)**

1. We are postponing indefinitely requests for company tours.
2. This hospital has a strict policy of not admitting patients until we have verified their insurance coverage.

**The following question and answer appeared on a shoe company website. Revise the answer that the company provided. Do not revise the customer’s question. Position the bad news in a subordinate clause. Write clearly and concisely. (2 points)**

Question: Do you plan on offering this shoe in a C? If not, how does it compare? I normally order a 7.5 W from you. Carla R.

Answer: Currently, this style is made in B width only. However, a very similar block-heel style, the Laree Grand Pump, is available in C width in several colors of suede. To view other styles in C width, you can use the filter drop-down tabs on the shoe page to shop by size, width, color and more.

**Part 2. Negative-News Message**

Read the following poorly written negative-news message.

|  |
| --- |
| ***Original* Email Message** |
| Good morning,Although I hate to do it, we cannot offer bonuses this year due to declining sales. I’m sorry to disappoint you, especially during the holiday season. Better luck next year!Jay |

Complete the tasks below to Improve the email sent to the sales team. Because the employees were expecting a bonus, you should use the indirect organization. Write your revisions in the box on the following page. Make up any necessary information.

1. Add an appropriate salutation. (1 point)
2. Add a buffer that leads up to the bad news and softens its impact. (2 points)
3. Provide an explanation. (2 points)
4. State the bad news. (2 points)
5. Conclude the message positively. (1 points)
6. Add a complimentary clause. (1 point)
7. Add a signature block. (1 point)

|  |  |
| --- | --- |
|  | ***Revised* Email Message** |
| Salutation*Buffer**Explanation**Bad News**Goodwill**Complimentary clause**Signature block* |  Jay |