

Week 6 - application assignment: the art of persuasion wrokplace

Business



Running head: The Art of Persuasion workplace The Art of Persuasion

workplace Natalia Duhau ENC12100000OL-2_12-3SUF Effective Writing in the Workplace

Instructor: Lori Fisher

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Task 8. 18: Designing a Sales Email

From:

To:

Subject:

Hello Patrick,

I'd like to tell you that you can now cut your HR spending in the recruitment sector by more than half. Does this sound too good to be true? Well it is true.

We have an offshore business and we outsource expensive work from and get it done by very skillful workers and employees in China and Bangladesh.

Want to know more? Well, read on.

It works like this. You hire one HR recruitment manager from my employees working in an offshore outsourcing business. Now this person will be conducting interviews for your company via video conferencing or direct video interviews and will be doing your recruitment work for you for less than what you pay here. Now we're talking!

This recruitment manager will be working for you on an ongoing basis, just like your regular worker, other than the fact that he'll be working from a distant location, conducting interviews and charging you less than what you pay to your current recruitment manager. Think of what you can do with all the money you'll be saving by hiring managers on an offshore basis. You can

put that money into more investment and get an immediate edge over your competitor. You can beat them all!

Patrick, the possibilities are endless. When you do business with us, you will find that there is much more you can do with our approach towards competitive business development. You'll have more free time and more money for your vacations. And the best part is, it will be done through a legal contract so you won't have to worry about things going haywire. You will only give up the work, not the control.

Looking forward to start helping your business

Regards,

8. 13 Persuasive Email, Meeting Schedule

From: Dina Waterman

To: All Managers

Cc:

Subject: Scheduling Meetings

Considering the importance of your time and how much it matters to you, we have decided to make things better for you by addressing time wasted traveling to and from meetings in road traffic, so next time there will be more time available for your needs. To make this plan effective we need your help. We'd encourage employees to only setup in person meetings that are critically useful for both you and the company.

You wouldn't want to waste time in travel and be late, would you? We encourage all managers to take note of their travel time and consider it before traveling. To make things more efficient, we will be holding interviews and meetings via video conferencing, and in case a face to face meeting is

inevitable, it should be held at a place where most of employees work. Now it is your job to arrange a 'travel together' whenever possible.

We all get traffic problems and almost all of us have been late sometime in our lives for a certain meeting. But let's face this challenge and commit to saving time. It only requires commitment and appropriate action, nothing too hard.

Thank you for your consideration,

Wish you all best of luck