

Negative message assignment



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Negative Message Assignment #3. Page 310 Question #14 Stagnate sales of the FinalScratch System. Attn: Jackson Fletcher CEO Music 99 Dear Mr Fletcher, I am writing you regarding your company's sales performance of the FinalScratch system. I think it should come as no surprise to you that we are not pleased with the sales numbers that Music99 is generating. We know that the FinalScratch system is popular around the country owing to positive feedback that we have received from amateur and professional DJ's, and this product has been flying off the shelves at other music equipment retailers. Moreover we believe that you find the FinalScratch product to be an excellent system otherwise you would have not opted to stock the product in your stores. Recently I visited some of your retail outlets to inquire about the FinalScratch system and I found the sales professionals to either be inept regarding the product and often led me to competitive products. Obviously from our perspective this sort of behaviour can not be tolerated if we are going to have a working relationship in the future. Prior to the launch of the FinalScratch system we had offered to give your entire sales force a sales in person tutorial of the product which was an opportunity that your competitors jumped at but you declined believing that your sales force could educate themselves. Obviously this was not the case otherwise the sales professionals that I encountered would have known more about the product. Mr. Fletcher, I am proposing that you allow us to train your sales professionals in person so that they can learn more about the advantages of the FinalScratch system and be better suited to answer the questions of today's DJ enthusiasts. However if you choose not to let us train your staff and the sales of the FinalScratch system continue to be stagnate in your marketplace than you will leave us no option but to terminate our

professional relationship with you. Should you have any questions about this proposal feel free to contact me directly. My contact information is at the end of this letter. Regards, Manager X (555)555-5555