

The negative message



**ASSIGN
BUSTER**

identification (all above optional – if you need them, and please insert an accurate below – at the Topic The Negative Message Title Enough Is Enough Date: June *, 2011 To: Mr. Jason Allred Midwest Sparkleen 4000 South Howell Avenue Milwaukee, WI 53207 Dear Sir Notice of Non-Renewal of Cleaning Contract The annually renewable contract between Midwest Sparkleen and PolicyPlan Insurance Services is due for renewal at the end of this month. Please accept notice herewith that we will not be renewing the agreement between our companies for cleaning services. This decision has not been taken lightly but is necessary because of our recent experiences. Over a period of a year, we have been considering the options available to us with regard to cleaning and maintenance services. It is essential that our facility creates a good impression so that the public feels that we are professional and efficient organization. Our product requires that our clients trust us enough to believe that we will reliably insure their possessions and lives, and not let them down. Their first impression of us must be good and the condition of our offices must reflect our professionalism. Often in the last few months, we have found it necessary to contact your company so that tasks would be done that should have been part of every day's routine. Accidental messes and spills were not taken care of on six occasions at least, during the ordinary cleaning rounds of the crews. We then had to contact your company directly to have the required work done. We also to escalated our communications and did, on two occasions in the last three months, contact you directly. Despite your assurances that the situation would improve, we are still experiencing problems. Perhaps your messages did not filter down to the cleaning staff and your attempts to assist us were undermined but when the situation became more serious we had to take the decision outlined in <https://assignbuster.com/the-negative-message/>

this letter. Just recently, toxic chemicals were left in public hallways by cleaners where they could be a danger to our 120 staff members and also to the public who visit our offices. The nature of our business requires that the public can trust us, as mentioned, and any situation where our clients are placed in danger cannot continue. On Thursday evening, our security was threatened. Our lobby door was left unlocked by the evening cleaning crew. Fortunately the crimes that could have happened did not. We cannot afford to potentially lose our equipment. More importantly, the confidential records of all our clients need to be secure at all times. The reputation of trust that we have built up with clients over the years is invaluable. Both these aspects of our business were made vulnerable due to an oversight. You will understand that we cannot risk something like this occurring again. Our company benefited from your cleaning services for five years. For at least four years, all our needs were met. Unexpected events were taken care of immediately and efficiently. Offices, public areas and the exterior of our building were cleaned well daily and cleaners were discreet and hard working. There was never any risk to our security, as the cleaning staff was cooperative and well-known to us. We could rely on them to uphold our standards of security and care. We were able confidently to operate our business in a clean and safe environment. Our clients were also able to feel welcome and safe at our facility. In order to maintain our relationships with our clients and to ensure the continued comfort and positive working conditions for our staff, we are left with no alternative. The natural time for the non-renewal of the contract we have with you is at the end of this month, as the annual agreement we have would have to be renegotiated at that time. Therefore we have communicated this notice of non-renewal to you

now. All outstanding payments will be forwarded to you by the last day of business this month. Sincerely, For: PolicyPlan Insurance Services.

References Course Text: Part 3: Crafting Brief Messages, 308; Chapter 9 Writing Negative Messages, 279-281.