

Good persuasive messages sales pitch essay example

[Business](#), [Company](#)



Part 1. A message to the boss

Dear Mr. Richards,

I am sure you are aware that the average speed of processing packages in our warehouse has dropped by 15% during the past 3 months, and monthly surveys indicate a 20% decline in customer satisfaction levels chiefly caused by increased error rate.

I would like to offer an effective, time-optimal and cost-efficient solution to this problem, which lies in replacing the outdated Xerox warehouse scanners with the brand-new Motorola MC9190-G mobile computers. These machines have a much more powerful microprocessor and an up-to-date operating system, which allows enhancing the processing speed per package by up to 100%. Additionally, Motorola MC9190-G has a wireless connection system with a built-in radio that enables clear and swift communication between the warehouse workers, resulting in improved teamwork, minimization of errors and increased processing speed. Finally, the new rugged design of Motorola MC9190-G provides for reinforced robustness of the construction, minimizing potential replacement costs, which were unreasonably high for the past two years, due to constant breakdowns of Xerox scanners. In total, 10 warehouse scanners need to be replaced, and the capital expenses required to cover this replacement constitute \$20, 000.

Although current difficult financial situation does not facilitate additional spending, I believe that the potential long-term losses caused by this problem will be much more significant. I have worked at this company as a warehouse supervisor for over 5 years. Therefore, I would like to assure you that I had spent sufficient time researching this matter, and have found the

<https://assignbuster.com/good-persuasive-messages-sales-pitch-essay-example/>

most beneficial solution for the company in terms of price, effectiveness, and long-term reliability.

Sincerely yours,

I have decided to deliver my message via e-mail. I find this channel of communication to be the most effective in this situation for several reasons. First of all, considering the persuasive nature of this message, it must contain a sufficient amount of convincing facts and details, which are much better perceived in writing. Second of all, it was addressed to my boss, who is a very busy man. Sending an e-mail ensures that he will read it carefully at a time that is convenient for him, thus increasing the chances of appropriate perception and positive decision. Thirdly, e-mails allow providing additional information in the attachments and focusing only on the most important aspects of the message in the body of the text. Finally, e-mails can be conveniently divided into sections, making it easier for the reader to navigate through the text's body.

Part 2. A sales pitch to the end consumers

My end consumers are the warehouse employees, my supervisor, and the upper management of the company.

Dear colleagues,

I would like to ask for 5 minutes of your valuable time to review my proposition that will make the work more convenient and fast; enhance customer satisfaction; and improve the company's performance.

Effectiveness of warehouse operations plays a vital role in the company's well-being, and warehouse scanners are a crucial element of the work there.

Our current Xerox scanners are old, slow, and unreliable. It takes forever to process a single bar-code, not mentioning the excessive amount of glitches and errors.

I propose to replace them with the brand new Motorola MC9190-G mobile computers. This solution I offer is easy to implement, provides vast benefits, and costs only \$20, 000. These mobile computers are easy to use, two times faster, and have a built-in wireless communication, finally enabling effective coordination of actions at the warehouse. Moreover, they are incredibly sturdy, and won't break from falling to the ground even from 3 meters, which was always the case with Xerox. We will no longer need to spend up to \$5, 000 each year on replacements.

I am sure you have a lot of questions. Please do not hesitate to contact me - I have all the answers prepared. Also, I would greatly appreciate your feedback, commentaries and suggestions regarding this matter. I will consider them all and discuss this idea with the management on Friday.

P. S. Please see the attachments for more details; I am sure you will find a lot of interesting information there.