

Outline Part 1

1) Write a Professional Business Letter (PBL) that accentuates the positives (125 pts)

- a. https://owl.purdue.edu/owl/subject_specific_writing/professional_technical_writing/basic_business_letters/index.html
- b. https://owl.purdue.edu/owl/subject_specific_writing/professional_technical_writing/basic_business_letters/sample_letters.html
- c. https://owl.purdue.edu/owl/subject_specific_writing/professional_technical_writing/accentuating_the_positives.html

2) The letter will be addressed to the "boss", "manager", "director", or "chief operating officer"

- a. It will positively accentuate "your" initiative (idea), that you would like them to consider (name the initiative)
- b. The Idea: No organization is PERFECT. Therefore, identify a (customer relations) process, procedure, policy, directive, a cultural mentality, systematic workflow, training session, solution remedy or *other practice... that you want to introduce in order to enhance & improve the organization and the overall customer experience.
- c. The letter will be ONE PAGE... succinct, holistic, expressive, but concise.
 - i. The intent of the "P.B.L." will be to communicate to the addressee *and their newly appointed council or board of directors



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Outline Part 2

Your introduction pitch, **presentational component**, (125 pts) will incorporate **exact slide headings** as indicated below...

***Note: Your letter will be read aloud before you present.**

Presentation time: 10 – 15 mins.

Example:

Cover Slide: (Slide 1)

Company Overview (Slide 2)

- **Company History:** Provide the back-story, including date of founding and who was involved.
- **Management Team:** Details about who runs the company, and other key roles.
- **Locations and Facilities:** Details on your workplace and environment (geographical & cultural)
- **Mission Statement:** A concise statement on the guiding principles of your company.

Objective of Initiative (Slide 3)

- Purpose
- Scope
- Feasibility

Slides 4 → 6

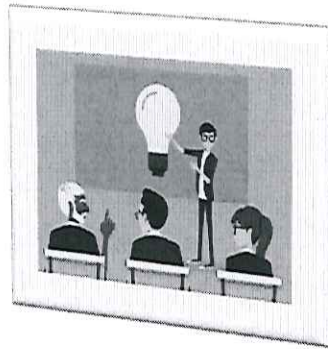
- Answer all of the **Overarch** questions: "How does..."

Slide 7:

- Summarize **core concepts** of initiative and **verbally motion** for a proposal submission.
 - **NO informational text** on this slide.
 - **Only Picture(s) and Name of the Initiative**

Slide 8:

Q&A Slide



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Professional Business Letter (PBL)

1. Submitted via Canvas

- a. SafeAssign \leq 20%
- b. (3) submission attempts
- c. Must be submitted in *Microsoft Office Word

Document Format

- i. ANY other format will earn you a "0"

2. Utilize all Owl Purdue resources (see Outline Part 1)

- a. Writing the Basic Business Letter
- b. Sample Letters (choose 1 style)
 - i. Block Format
 - ii. Modified Block Format
 - iii. Semi-Block Format
- c. Business Letters: Accentuating the Positives



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Presentational Component


10 – 15 minutes in length (time for letter reading omitted)

- 9:59 and below
 - Deduction of 15 pts
- 15:01 (presentation will be stopped)
 - Deduction of 5 pts
- The only way to ensure that timing standards are met is to practice and rehearse. **One of the top challenges Capstone students face is the adequate timing (succinct & concise) account of their informational content*

Professional Dress Attire

- Formal - Business Professional
 - Business suit
 - Deduction of 20 pts if professional dress attire is not met

PowerPoint: *Deduction of 10 points if any one of the items below is not met...*

- Submit 3 printed copies of P.B.L / (1) copy of slide handouts (no more than 4 slides per printed page.
-  Initiative name & "your name" clearly listed on surface cover.
 - PRINT & ASSEMBLE ALL documentation *early (give example)
- If there is No "Verbal motion for Proposal Submission"



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