

Solving the Case of the Incredible Credibility

As the director of human resources in your company, you're desperate for some help. You want to keep the costs of employee benefits under control while making sure you provide employees with a fair benefits package. You don't have time to research all the options for health insurance, wellness programs, retirement plans, family counseling, educational benefits, and everything else, so you decide to hire a consultant. You receive the following message from a consultant interested in working with you:

I am considered the country's foremost authority on employee health insurance programs. My clients offer universally positive feedback on the programs I've designed for them. They also love how much time I save them—hundreds and hundreds of hours. I am absolutely confident that I can thoroughly analyze your

needs and create a portfolio that realizes every degree of savings possible. I invite you to experience the same level of service that has generated such comments as "Best advice ever!" and "Saved us an unbelievable amount of money."

You'd love to get results like that, but the message almost sounds too good to be true. Is it?

ANALYSIS

The consultant's message contains at least a dozen instances in which this writer's credibility might be questioned. Identify as many as you can, and explain how you would bolster reader confidence by providing additional or different information.