

Figure 6.7 Refusal Letter

A refusal letter should deliver the bad news politely and offer alternatives if available. You should strive to maintain the relationship with the person whose request is being refused.

SKYWARD Dynamics
Chicago, IL 60018 312-555-9120

July 1, 2017

Paul Williams, Senior Product Engineer
Outwest Engineering Services
2931 Mission Drive
Provo, UT 84601

Dear Mr. Williams,

We are sorry that your ToughLifter 3F2 Drone was damaged in an accident. At Skyward, we take great pride in offering high-quality, durable drones that our customers can rely on.

According to the letter you sent us, the drone was blown into a phone pole and damaged. After inspecting your drone, we have determined that we will need to charge for the repair. According to the warranty, repairs can only be made at no cost when problems are due to a manufacturing defect. A drone

State the subject. →

Summarize what happened. →

Deliver the bad news, →

State the subject.

2931 Mission Drive
Provo, UT 84601

Summarize what happened.

Dear Mr. Williams,

We are sorry that your ToughLifter 3F2 Drone was damaged in an accident. At Skyward, we take great pride in offering high-quality, durable drones that our customers can rely on.

Deliver the bad news, explaining your reasoning.

According to the letter you sent us, the drone was blown into a phone pole and damaged. After inspecting your drone, we have determined that we will need to charge for the repair. According to the warranty, repairs can only be made at no cost when problems are due to a manufacturing defect. A drone that experienced an accident like the one you described is not covered under the warranty.

Offer alternatives.

We sent your drone to the service department for a repair estimate. After inspecting your drone, they estimate the repair will take two weeks at a cost of \$156.00. When it is repaired, we will return it to you by overnight freight.

Provide contact information.

If you would like us to repair the drone, please send a check or money order for \$156.00. If you do not want us to repair the drone, please call me at 312-555-9128. Upon hearing from you, we will send the drone back to you immediately.

Express a desire to retain the relationship.

Again, we are sorry for the damage to your drone. We appreciate your purchase of a ToughLifter 3F2 Drone, and we are eager to retain your business.

Sincerely,

Ginger Faust