



New Message

To: Joe Hill [jhill@turnkeydesigns.com]
From: Callie Vatner [cvatner@turnkeydesigns.com]
Subject: Request for Employee Exercise Facility

Joe,

Because we want you to work at the highest level possible, your suggestion to construct an employee exercise facility on site has been carefully considered. Taking a break from work to exercise is an excellent way to energize employees and to ensure a healthy workforce.

Constructing an employee exercise facility on site would be a time-consuming and expensive project because of architectural, labor, and building material costs. Construction of the 500-square-foot facility and fitting it with the required exercise equipment would cost nearly \$150,000.

In response to your idea, I am checking with existing exercise facilities located near our offices to see if we might arrange a reduced membership fee for employees. The company might also be able to subsidize a portion of the fee with the savings in reduced sick time you mentioned.

Joe, I will get back to you as soon as I have gathered information about the costs of membership at local facilities.

Regards,
 Callie Vatner
 Human Resources Manager
 Turnkey Designs
 Reno, NV 89349
 509-823-4211, Fax 509-823-4200
 cvatner@turnkeydesigns.com

- Cushions the sincere and suggestion.
 - Transitions and provides explanation.
 - Restates the refusal.
 - Includes and closes toward future.
- Format Points**
 Sends message in medium preferred by recipient.
 Includes signature of writer and contact information.

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The inductive approach is helpful in communicating this disappointing news to customers. Presenting the explanation for the refusal first leads customers through the reasoning behind the decision and helps them *understand* the claim is unjustified by the time the refusal is presented. Tone is especially important when denying claims. Present the reasons objectively and positively without casting blame or judgment on the customer for

the problem. Avoid lecturing a customer he or she should have taken to have... Finally, close the message with relational material that indicates you... Although disappointed with your... continue doing business with company... objective decisions and communicate those decisions in a positive, respectful