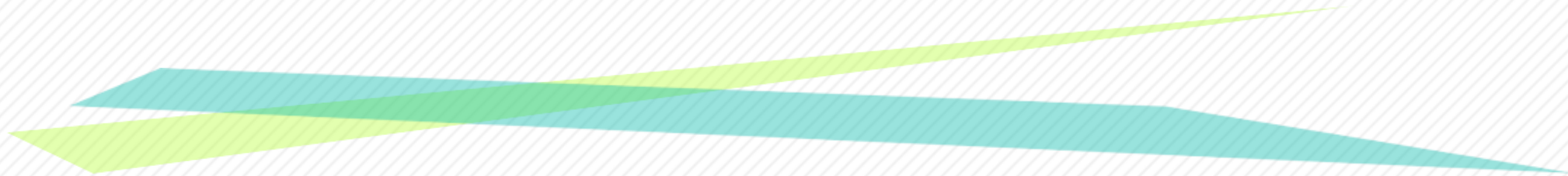


# PESAN PERSUASIF



Aryan Eka Prastya Nugraha  
2017

Persuasion is your golden ticket to promotion. Master communicators feel in control of challenging situations because they understand the art of persuasion and they know how to recognize and use persuasive strategies





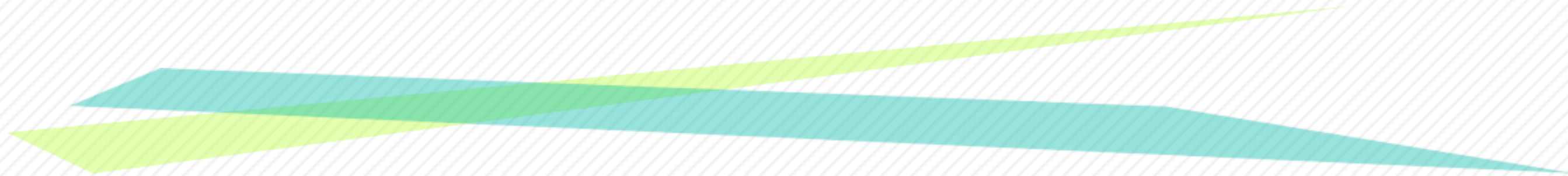


## WRITING PLAN FOR A PERSUASIVE REQUEST

- **Opening:** Capture the reader's attention and interest. Describe a problem, make an unexpected statement, suggest reader benefits, offer praise or compliments, or ask a stimulating question.
- **Body:** Build interest. Explain logically and concisely the purpose of the request. Prove its merit. Use facts, statistics, expert opinion, examples, and specific details. Focus on the reader's direct and indirect benefits. Reduce resistance. Anticipate objections, offer counterarguments, establish credibility, demonstrate competence, and show the value of your proposal.
- **Closing:** Motivate action. Ask for a particular action. Make the action easy to take. Show courtesy, respect, and gratitude.

# Composing Persuasive Claims and Complaints

Persuasive claim and complaint messages typically involve damaged products, mistaken billing, inaccurate shipments, warranty problems, limited return policies, insurance snafus, faulty merchandise, and so on.







Phil Datta/Shutterstock.com

## WORKPLACE IN FOCUS

**J**oining a fitness club is easy, but cancelling membership can be frustrating—especially if the gym closes abruptly. When a Ladies Workout Express near Chicago shut down recently, numerous gym members continued receiving charges. In one situation, a collection agency for the fitness center haggled a member for payment despite the customer's many letters and phone complaints. A spokeswoman at the franchise acknowledged confusion, saying, "It's hard, because a lot of people don't know whom to contact." *How can individuals file claims that get results?*



# Claim (Complaint) Letter



## Hilton Head Deco Décor

208 Oceanside Drive, Hilton Head Island, SC 29926  
(843) 864-1187 www.hiltonhead-deco-decor.com

January 23, 201x

Customer Service  
UniTel Communications  
9510 Plainfield Road  
Cincinnati, OH 45237

Dear UniTel Communications Customer Service:

Your UniTel VoIP Expandable Telephone System came highly recommended and seemed to be the answer to increasingly expensive telephone service. Here at Hilton Head Deco Décor, we were looking for a way to reduce our local and long-distance telephone charges. The VoIP system was particularly attractive to us because it offered Internet phone service with unlimited calling to the United States, Europe, and Asia. Our business in fine furnishings and unique objets d'art requires us to make and receive national and international calls.

On January 8 we purchased two VoIP systems (SGU #IP7402-2) for our main office here on Hilton Head Island and for our Seaside showroom. Each system came with two cordless handsets and charging docks. Although we followed all the installation instructions, we discovered that an irritating static sound interfered with every incoming and outgoing telephone call.

This static is surprising and disappointing because the product description promised the following: "You will experience excellent signal clarity with Frequency Hopping Digital Spread Spectrum (FHSS) transmission and a frequency of 5.8 GHz. A 95-channel auto search ensures a clear signal."

On January 10 we filled out a Return Merchandise Authorization form at your Web site. However, we are frustrated that we have had no response. We are confident that a manufacturer with your reputation for reliable products and superior customer service will want to resolve this matter quickly.

Please authorize return of these two systems and credit our account for \$377.24, which represents the original cost plus taxes and shipping. Attached is a copy of the invoice with our credit card number.

Sincerely,

*Martine Romaniack*

Martine Romaniack  
President

Enclosure

Begins with a compliment and keeps tone objective, rational, and unemotional

Provides identifying data and justifies claim

Explains why claim is valid and suggests responsibility of receiver

Expresses disappointment and appeals to receiver's reputation and customer service

Tells what action to take

### Tips for Persuasive Claims and Complaints

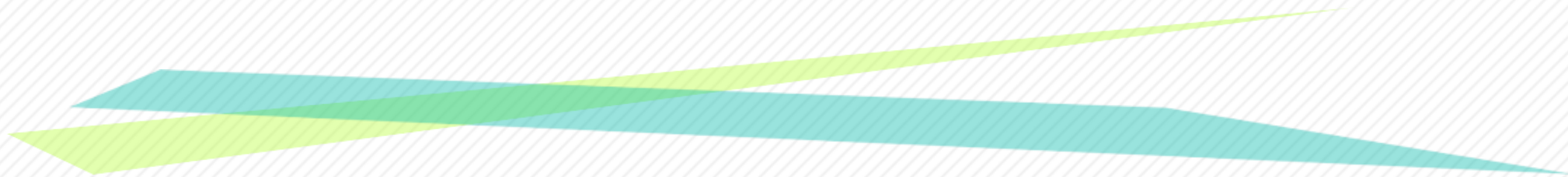
- Begin with a compliment, point of agreement, statement of the problem, or brief review of action you have taken to resolve the problem.



# Preparing sales and Marketing Messages

Traditional direct-mail marketing uses snail mail. Electronic marketing uses Internet-based advertising channels such as e-mail, blogs, wikis, and other social media.

Traditional hard-copy sales letters are still the most personal and powerful form of advertising.



**FIGURE 8.3****Persuasive E-Mail and Memo Flowing Upward**

**To:** Samuel Neesen <samuel.neesen@smartmachinetools.com>  
**From:** Monique Hartung <monique.hartung@smartmachinetools.com>  
**Subject:** Saving Time and Money on Copying and Printing  
**Cc:**  
**Attached:** Refurbished Color Copiers.docx (10KB)

Serves as cover e-mail  
to introduce attached  
memo in MS Word

Opens with catchy  
subject line

Sam,

Attached is a brief document that details our potential savings from purchasing a refurbished color laser copier. After doing some research, I discovered that these sophisticated machines aren't as expensive as one might think.

Please look at my calculations and let me know what you suggest that we to do improve our in-house production of print matter and reduce both time and cost for external copying.

Does not reveal recom-  
mendation but leaves  
request for action to  
the attached memo

Monique

**Monique Hartung**

Marketing Assistant | Smart Machine Tools, Inc.  
800 S. Santa Fe Blvd. | City of Industry, CA 91715  
213.680.3000 office | 213.680.3229 fax  
[Monique.Hartung@smartmachinetools.com](mailto:Monique.Hartung@smartmachinetools.com)

Provides an electronic  
signature with contact  
information





### WRITING PLAN FOR A SALES MESSAGE: AIDA

Professional marketers and salespeople follow the AIDA strategy (attention, interest, desire, and action) when persuading consumers. In addition to telemarketing and personal selling, this strategy works very well for written messages as outlined in Figure 8.4.

- **Opening:** Gain *attention*. Offer something valuable; promise a benefit to the reader; ask a question; or provide a quotation, fact, product feature, testimonial, startling statement, or personalized action setting.
- **Body:** Build *interest*. Describe central selling points and make rational and emotional appeals. Elicit *desire* in the reader and reduce resistance. Use testimonials, money-back guarantees, free samples, performance tests, or other techniques.
- **Closing:** Motivate *action*. Offer a gift, promise an incentive, limit the offer, set a deadline, or guarantee satisfaction.



**FIGURE 8.4****The AIDA Strategy for Sales Letters**

	Strategy	Content	Section
A	Attention	Captures attention, creates awareness, makes a sales proposition, prompts audience to read on	Opening
I	Interest	Describes central selling points, focuses not on features of product/service but on benefits relevant to the reader's needs	Body
D	Desire	Reduces resistance, reassures the reader, elicits the desire for ownership, motivates action	Body
A	Action	Offers an incentive or gift, limits the offer, sets a deadline, makes it easy for the reader to respond, closes the sale	Closing





Courtesy of Dana Loewy

## WORKPLACE IN FOCUS

**T**rying to sell a micro car to Americans is a huge gamble by Daimler AG, manufacturer of the luxurious Mercedes-Benz brand but also maker of the diminutive Smart Fortwo. Prompted by skyrocketing gasoline prices, European and Asian drivers have long embraced small automobiles. But SUV-loving Americans? Although the Smart is well engineered and sells briskly in 36 countries, its promoters will have to work hard to win over Americans. *What will American car buyers worry about the most when they see an automobile such as the Smart? What strategies might reduce their resistance?*



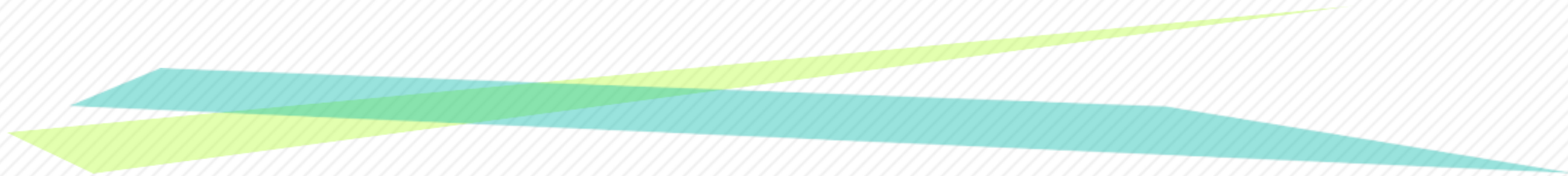


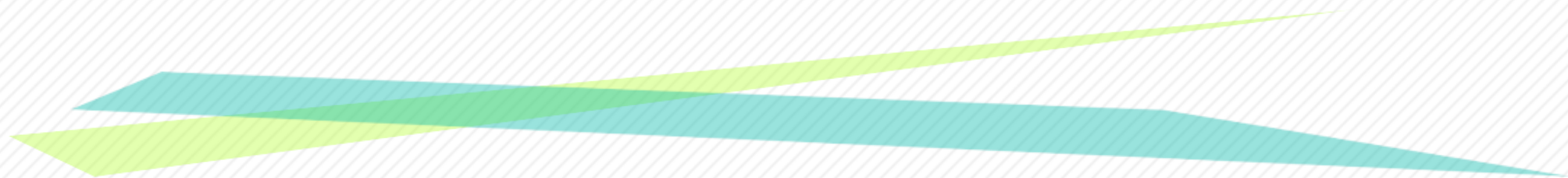
**"A really great salesman convinced us we  
needed protection from stray asteroids."**



# Writing successful online sales and Marketing Messages

E-mail messages can be used to upsell, cross-sell, cut costs,  
and attract customers

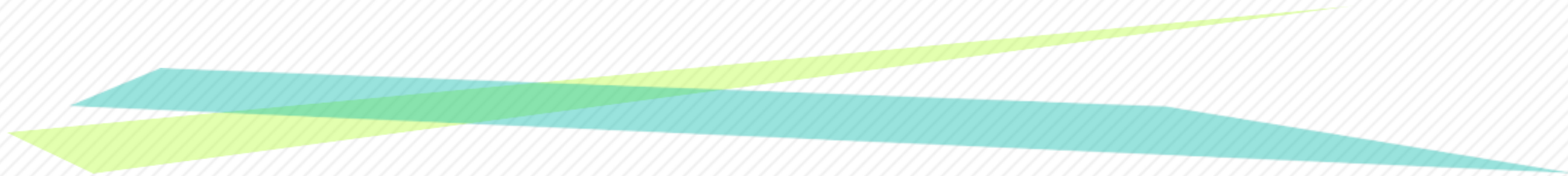






# REFLEKSI

- Informasi penting hari ini
- Manfaat penting dari informasi penting hari ini
- Tindak lanjut yang dapat saudara lakukan





# Thank You! 😊

Any Questions?