

## **Group Activity – Conveying Negative News**

**Group One:** Send a communication to customers announcing a cell phone price hike – effective immediately – audience – all customers

**Group Two:** Send a communication to someone who did not get the position they interviewed for – (you can choose the title)

**Group Three:** Send a communication to the sales department letting them know their department is being eliminated. A total of 24 people in various positions will be laid off.

**Group Four:** Send a communication to an employee letting them know that due to budget cuts they will not be able to travel to the annual conference they requested to attend this year.

**Group Five:** Send a communication to an individual letting them know their credit has been denied.

**Group Six:** Send a communication to a customer letting them know their shipment was lost (a UPS truck was involved in a traffic accident and all packages were damaged/destroyed).

Indirect messages use the following format:

- Buffer
- Reasons
- Bad News
- Pleasant Close

Your group should discuss the information you would include in a response, and include the following:

***Who would you address the letter to?***

***Write*** a buffer – how would you start your letter? (Possible examples: good news, appreciation, agreement, facts, understanding)

***Discuss*** reasons (examples: cautious explanation, benefits, company policy, positive words)

***Discuss*** bad news – how would you explain it?

***Discuss*** pleasant close (examples: good wishes, freebies, looking forward to doing more business together.....)