

## Good Example of a Persuasive Memo



### INTEROFFICE MEMORANDUM

TO: Johnson Maxim, President  
FROM: Melissa Carter, Sales Team Manager *MC*  
DATE: March 16, 2011  
SUBJECT: Request Approval to Submit Proposal

Opens with discussion of company goal and alludes to proposal without revealing specifics.

You created a unique challenge last week in our meeting when you stated the projected sales goals for the coming year—an increase of 18 percent. Asking us to consider ways to reach that outcome led my team to start an ongoing discussion of creative ways to meet that challenge.

Links company strength logically to proposed change.

The use of the Internet has repeatedly surfaced in these conversations. The company's Internet site has an abundance of information about the company, our product line, and our dedicated service attitude. A number of my clients have commented on the professional, well-designed look of our site.

Builds interest by providing benefits and trends in online ordering.

Members of our sales team have mentioned repeatedly that customers are requesting online ordering at our website. This feedback supports market information that consumers are more comfortable with online buying as issues of security and privacy have been addressed. They appreciate the convenience of sitting at their home computers, and we can reach people that we would not otherwise. The attached articles document the expanding consumer usage of the Internet and the increasing online sales our competitors in the industry have experienced over the last three years. Note the 18 percent increase in Space Trade's business last year, an interesting statistical coincidence.

Reduces resistance by providing further evidence of cost effectiveness and availability of vital resource.

As we all understand, resources for business expansion of any kind at this time are limited. However, I have developed a close friendship with Daniel Liston, a local Internet consultant, who projected that adding ordering capabilities to our website would pay for itself within two to three months. Also he would be an asset to the development of this project.

Alludes to benefits and closes with specific action to be taken.

With our goals in mind and this potential for growth, would you grant me the authority to write a request-for-proposal to expand our current Internet capabilities to include a purchase option? Additional research of the process, the knowledge of an expert, and a driving desire to achieve our upcoming sales projection should produce a practical plan for meeting the needs of our company and, more importantly, the needs of our customers.

Attachments