

VCC PSaSNfL Course - Day 05

Daniel Thorpe | 25 November 2024 | 6:00p–9:00p

Introduction

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Questions



Any good tips from last class' presentations?

Remember your storytelling techniques.



Theme

Provides a focus, a point of view:
helps you decide what to leave in
and take out.



Character

Someone we identify with, who
draws us into the story.



Vivid, specific details bring your story to life.

Example: Showing vs. Telling

Telling:

"I milked cows as a kid."



Showing:

"Flossy, our Holstein, with her taut muscles and sagging udder, tolerated my feeble attempts as a child to extract her milk."

Conflict / stakes drive the story.

Conflict is what sets the story in motion / launches the character on their journey.

In a business setting usually takes the form of a problem or question:

- How do we increase sales?
- Have we stayed true to our values?
- Higher stakes increase importance.

- Conflict is the part of the story where the characters are faced with a problem.



1. Student Presentations 02

Kay | Bec | Jennifer | Margaret

Break



2. Persuasive & Negative Messages

Indirect:

- Opening buffer.
- Reasons.
- Bad news / Request.
- Pleasant closing.

Direct:

- Bad news / Request in opening.
- Reason for bad news in body.
- Pleasant closing.

Structuring a Persuasive Message-01

Gain attention in a short opening buffer:

- Mention a feature or promise a benefit to your audience.
- Gain attention with a startling statement.

Build interest and desire in the body:

- Offer something valuable.
- Appeals can be to emotions (status, self-image).
- (Or appeals can be rational — saving money, increasing efficiency).
- Focus on audience benefits; what does this mean to them?

Structuring a Persuasive Message-02

Reduce resistance in the body.

- Anticipate objections and deal with them.
- Mention performance tests, polls, or awards.
- Use testimonials (with permission).
- Offer a guarantee or warranty.

Motivate action in the closing with an effective call to action.

- Offer an incentive such as a gift or guarantee of satisfaction.
- Or limit the offer with a deadline.
- Finally, make it easy for the audience to respond.

Persuasive Message Exercise

A fellow staff member in your department recently returned from a holiday in Bali where she photographed several exotic species of birds.

The photos are excellent and you're an enthusiastic member of the local birding society. It would really be a feather in your cap (so to speak) if you could persuade this person to come and talk about her trip and show some slides at your next club meeting.

A nice supper is part of these meetings. Are there any other benefits you could suggest to her for granting this favour?

Persuasive Exercise Solution

Opening Buffer: Hello [NAME], I really enjoyed seeing your Bali photos yesterday. They're excellent — not just the usual holiday snapshots most people take. They really deserve a wider audience.

Build Interest in the Body: You know, I might be able to help with that. My birding club has an opening for a guest speaker this Saturday.

Reduce Resistance in the Body: If you sent me a selection of your photos, I could make up a slide show for you. Then, all you'd have to do is show up and present. We don't have any other business, so the whole thing would only take a couple hours: 6:00–8:00p.

Motivate Action in the Closing: These events always include a very nice dinner, which I think you'd enjoy. If you get your images to me by tomorrow night, I can make it happen for you.

Considerations for negative messages.

When you have to deliver bad news:

- Explain clearly and completely.
- Be professional and fair.
- Convey empathy and sympathy.
- Maintain friendly relations.

When to use the direct approach:

- When the bad news is not damaging (e.g., small increase in cost)
- When the receiver may overlook the bad news
- When organizations prefer directness
- When the receiver prefers directness
- When firmness is necessary (e.g., collection letters)

The indirect vs direct approach.

When to use the direct approach:

(When the bad news is not damaging (e.g., small increase in cost))

- When the receiver may overlook the bad news
- When organizations prefer directness
- When the receiver prefers directness
- When firmness is necessary (e.g., collection letters)

When to Use the Indirect Approach

(Used when the message will upset or irritate the audience.)

- To save time.
- To show sensitivity.
- To soften the impact of the bad news.

Example indirect approach-01

THE OPENING BUFFER:

- Apologize in the buffer:
- Apologize sincerely.
- Accept responsibility.
- Use good judgment.
- Convey understanding and empathy in the buffer.

Examples:

- A statement of appreciation/understanding, points of agreement, an apology.

Example indirect approach-02

REASONS:

- Explain clearly and cautiously (be specific, if possible).
- Cite plausible audience benefits.
- Explain company policy.
- Use positive words and emphasize what you can do.
- Demonstrate fairness.

Example indirect approach-03

BAD NEWS:

- Cushion the bad news.
- Position the bad news strategically in the middle of a statement.
- Use the passive voice.
- Suggest a compromise or an alternative (a more suitable position/competition; reapplication).

Example indirect approach-04

PLEASANT CLOSING:

- Be forward looking (encourage future relations).
- Suggest follow-up (end letter with follow-through advice).
- Give a special offers, resale or sales promotion if possible.
- Include good wishes.

Negative Message Exercise

You are a department head at a medium size company and must refuse a vacation request from one of your reports. They want a week off to visit family over the Victoria Day Weekend.

They have worked for the company for a little over two years and have been a good, reliable employee. However, another employee with seniority has already requested vacation for the same week, and you can't leave the department so short staffed during what is usually a busy sales period.

This will have to be handled delicately as you know that family is important to this person and they live some distance away, limiting their chances to visit.

Negative Exercise Solution

Opening Buffer: Hello [NAME]. I received your vacation request for the week leading up to Victoria Day and gave it a lot of thought. We really appreciate the good work you've been doing here, and I know you've been wanting to visit your family.

Reasons: As you know, that's a busy sales time for us. And [NAME] has already asked for vacation that week.

Bad News: He submitted his request in before you, and we can't have the branch so short-staffed for the whole week. However, there may be a solution. If you'd be willing to work remotely for the week, I'd be able to arrange that.

Closing: You'd still be working, but you would be able to see your family. I hope that works for you. Let me know;

Tips for dealing with disappointed customers.

- Call the individual involved.
- Describe the problem and apologize.
- Explain why the problem occurred, what your company is doing to resolve it, and how the company will ensure that the problem will not happen again.
- Follow up with a message that documents the phone call and promotes goodwill.

Tips for sharing negative news with employees.

- Deliver the news in person.
- Gather all the relevant information.
- Prepare and rehearse.
- Explain: past, present, future.
- Consider taking a partner.
- Think about timing.
- Be patient with their reaction.

3. Language Tidbit

You / Your / You're

A: Your a good friend.

B: You're a good friend.

A: Whose dog is this?

B: Who's dog is this?

It / It's

A: It held it in its left hand.

B: It held it in it's left hand.

A: It's a good day to go sailing.

B: Its a good day to go sailing.

Conclusion

Day-05 Homework | Questions

Homework

1. None!

Questions?



**THANK
YOU**