



Good Example of a Persuasive Email Message

Garett Kamau, Gifts Marketing Director

Enhancing Productivity Through Telecommuting

Garett,

Opens with discussion of a company problem and the telecommuting proposal.

Since the announcement in last week's meeting that we must identify ways to reduce the number of daily commuters, I've considered several possible options. I believe telecommuting could not only reduce my number of commutes but increase my productivity as well.

Outlines duties that can be completed more efficiently away from the office. Recommends specific changes in meetings in an effort to address resistance to the proposal.

One component of my job is conducting research and compiling marketing reports; e.g., weekly product line sales and inventory reports, competitors' new catalog analyses, and suppliers' new product reports. Preparing these reports efficiently requires a day of uninterrupted time. With my current work schedule and having sales representatives randomly calling for marketing advice throughout each day, I am pressured to get these reports prepared in time for Friday's marketing managers' meeting.

Alludes to the benefits of telecommuting.

Telecommuting on Wednesdays would allow me to concentrate on preparing these reports and coordinating product ordering and marketing strategies without distractions. On Thursday morning, we could discuss the sales reports and marketing plans before Friday's meeting. This plan still allows sales representatives to contact me four days each week.

Closes with specific action to be taken next, with reminder of positive outcome.

Can we discuss the benefits of my telecommuting during our Monday meeting? By then I should know how soon I could get the equipment and software needed to equip a home office to process information and to communicate with appropriate personnel effectively.

Thanks,

Kate

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