

# CHAPTER 10 CONCEPT REVIEW WORKSHEET

Your Name \_\_\_\_\_

## CLAIM AND ADJUSTMENT MESSAGES

### Part A: Claim Letters

1. Researchers estimate that every time a customer is dissatisfied or feels wronged, how many people will hear about it either directly or indirectly?

\_\_\_\_\_

2. What is a claim letter?

\_\_\_\_\_

3. There are six general guidelines for claim letters.

a. Send the letter when? \_\_\_\_\_

b. To whom do you write your claim letter? \_\_\_\_\_

c. What do you ask for in your claim letter? \_\_\_\_\_

d. What do you assume about the problem? \_\_\_\_\_

e. What should be presented clearly and honestly? \_\_\_\_\_

v. What do you keep a copy of? \_\_\_\_\_

4. A routine claim letter uses what approach? \_\_\_\_\_

What information goes in each paragraph?

Paragraph 1 \_\_\_\_\_

Paragraph 2 \_\_\_\_\_

Paragraph 3 \_\_\_\_\_

5. A persuasive claim letter uses what approach? \_\_\_\_\_

What information goes in each paragraph?

Paragraph 1 \_\_\_\_\_

Paragraph 2 \_\_\_\_\_

Paragraph 3 \_\_\_\_\_

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## Part B: Adjustment Letters

1. What is an adjustment letter?  
\_\_\_\_\_
2. When responding to a claim letter, what three choices do you have?
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
3. When granting an adjustment, what approach do you use? \_\_\_\_\_  
What information goes in each paragraph?  
Paragraph 1 \_\_\_\_\_  
Paragraph 2 \_\_\_\_\_  
Paragraph 3 \_\_\_\_\_
4. When denying an adjustment, what approach do you use? \_\_\_\_\_  
What information goes in each paragraph?  
Paragraph 1 \_\_\_\_\_  
Paragraph 2 \_\_\_\_\_  
Paragraph 3 \_\_\_\_\_  
Paragraph 4 \_\_\_\_\_
5. When compromising on an adjustment, what approach do you use? \_\_\_\_\_  
What information goes in each paragraph?  
Paragraph 1 \_\_\_\_\_  
Paragraph 2 \_\_\_\_\_  
Paragraph 3 \_\_\_\_\_  
Paragraph 4 \_\_\_\_\_  
Paragraph 5 \_\_\_\_\_
6. When something has gone wrong, why should you not promise your reader that “this will never happen again”?  
\_\_\_\_\_