

# CHAPTER 12A CONCEPT REVIEW WORKSHEET

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

## ORDER AND ACKNOWLEDGING ORDER LETTERS

- What are some convenient ways for customers to order products and services?
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- When having an order shipped, which of the following shippers can ship to a P.O. Box? (please circle)  
FedEx, UPS, US Postal Service, DHL
- When an order letter must be written, what five guidelines should you follow for your letter to be effective?
  - Write \_\_\_\_\_ not just \_\_\_\_\_.
  - Give a complete \_\_\_\_\_ of \_\_\_\_\_.
  - Give the order information in a \_\_\_\_\_.
  - Tell how you will \_\_\_\_\_ for the order.
  - Tell \_\_\_\_\_ and \_\_\_\_\_ you want the merchandise shipped.
- Legally, an order letter is the \_\_\_\_\_ portion of a contract.
- Legally, an order acknowledgment is the \_\_\_\_\_ portion of a contract.
- What are four commonly used form replies to an order (order acknowledgments)?
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- A routine acknowledgment (e.g., a customer's first order or an unusually large order) should use what approach?  
\_\_\_\_\_  
How do you start the message? \_\_\_\_\_
- A special acknowledgment when you cannot fill an order (e.g., an incomplete or unclear order, orders for discontinued items, orders requiring a delay in shipment) should use what approach?  
\_\_\_\_\_  
How do you start the message? \_\_\_\_\_
- An acknowledgment when you must refuse an order (e.g., sell only through dealers, customer has bad credit) should use what approach?  
\_\_\_\_\_  
How do you start the message? \_\_\_\_\_